

Working with Day Cares- Adapted by ISD Tawnee Hammett

Hi may I speak to the director? Hi! My name is _____ and I am working in conjunction with Mary Kay Cosmetics to honor working women in the _____ area. I'm calling today because I would like to honor your working moms by giving out goodie bags and gift certificates to appreciate them for all their hard work, and I'm also offering a drawing for some free pampering products just to add a little excitement and fun to their day. Would you allow me to come in and do this for you?

Great!

All we'll need to do to get you set up is pick a date that works well for you.

I would like to come in during your peak drop off times. Usually the morning or afternoon works best.

How many students do you have?

How many employees do you have?

I'll bring enough goodie bags for everyone to enjoy and I'll have a sign up sheet for a \$100 Gift Basket that we are going to be giving away at the end of the month as a Grand Prize!

So what date in the next two weeks should I bring the goodie bags by?

What to do:

- § Make goodie bags with gift certificate/candy/samples
- § Staple survey/drawing slips to the bag
- § Make pampering package gift basket to give away
- § Get a glass (pretty) bowl for survey slips

When your there:

- § Set gift basket up with drawing bowl next to it
- § Have goodie bags in a cute basket/tote/container
- § If you stay there: As moms come in say:

"Hi would you like a goodie bag? We are honoring working moms today for all your hard work and dedication to your family and you get a goodie bag! Just fill out this survey and you will be entered into a drawing for this gift bakset!

- § Chat with them, make them feel special then say "Good Luck, I hope you win!"
- § Or you can leave the gift basket there and come back and pick it up later.

Booking Scripts:

Hi (customer name)! This is (your name) with Mary Kay Cosmetics. We met at (name of daycare) last week. How are you? Am I calling at a good time? Great!

(her name), I'm calling because I noticed on the registration for the drawing that you would be interested in a pampering facial. I wanted to let you know that on (date of event, time, and location) we will be doing one (or whatever type of event) with our outstanding TimeWise products. It will be a time of relaxation and fun for you, plus I plan on giving you \$20 in free product. Doesn't that sound like a nice mini vacation? Great!

Now, let me ask you – do you have any girlfriends or family members that could use a mini vacation? Great! (whether yes or no – "Great" is the response!) (her name), for every person that comes with you, I will give you an additional \$10 in free product and I will give them \$10 in free product. Free product just makes it all the more fun, wouldn't you agree?

(her name), seating is limited so a spot will be saved just for you! I can't wait to spend time with you and pampering you at your mini vacation!