

# Booking Professional Women

Passed on from Angela Weisen



One of NSD Bett Vernon's directors, **Tracy Koch**, has moved 4 or 5 times and she shared how she gets started in an area where she doesn't know a soul. I thought this message would be perfect to share with all of you as we have been discussing BOOKING and way to find NEW NAMES to build your business with!! I DARE you to try this fantastic idea in your area AND surrounding area's!! You can bet that I will be making use of this!! Additional Note From Sarah: You may want incorporate a *"Professional Business Women's Portfolio"*! Go to the booking section of our training center and find the pages for it! Doing portfolio's is how I became a Director gang!!

She sets aside Monday and Tuesday mornings to honor professional business women in the area with carnations and chocolates. She ties small chocolate bars to carnations with curling ribbon. She goes into a local professional office (doctor, lawyer, bank, etc.) and says:



*"Hi, I'm Tracy Koch with Mary Kay Cosmetics. Each week I honor professional business women in this area by giving them carnations and chocolates. I'm not here to sell anything or solicit as my company doesn't allow me to do that. Is there any reason why I couldn't honor the women in your office?"*

She said she sometimes gets told no, but usually they say yes. She then repeats the same thing to each woman and says, *"I'm giving away \_\_\_\_\_ (might be a pedicure set or Satin Hands set or the Free gift we get for our orders) to one of the women I'm honoring today. If you give me your name and number where I can reach you tonight, I'll call you with the results of the drawing."* She then hands them the reply part of our tent card. Do NOT give them your card - that is soliciting!

Then she calls them back and says: *"This is Tracy with Mary Kay Cosmetics. I met you this morning when I was handing out the carnations and chocolates. I'm calling to give you the results of the drawing. You weren't the Grand Prize winner but you were a winner of your choice of a pampering session and a \$10 gift certificate in Mary Kay products. Which would you prefer, a skin care and glamour makeover or an aromatherapy body care session?"*

The gal who sent me this email tried this yesterday. She had a doctor's appointment Monday and before she left asked the doctor if there was any reason she couldn't honor his office the following day. He said ok. That gave her courage and obligated her to follow through. Upon leaving she asked how many worked in the office and they said 50! There were only about 30 but she made up 50 carnations. She didn't want to waste the others so she went into a neighboring office cold - and didn't get kicked out! So she went into 4 more offices cold - all were excited! **She gave out 48 carnations, got 42 leads.** The night after she reached 20 of them (had to leave messages at the others) and **booked 14!!!!!!!** Snowblindness on her datebook is a thing of the past! YEAH!!

