

Referrals -- it's the WAY you ask

during or after the makeover... hand her the back of her profile (or whatever and say,)

"Are you thinking – ahhh I wish my sister, mom, best friend, coworker.... was here to share this time..... well, I tell you what, if you know anyone else besides yourself who is

over worked

over stressed

over committed

over tired

or under pampered

I will treat them to some pamper time as a **gift from you..**

and if you know people who are *stylishly dressed* and *do their makeup great*

I would love to have their feedback on our line, we want to STAY Number One and the way we get that ranking is FEEDBACK – so that is your cheat sheet - take this opportunity to write those names and phone numbers down and don't just use that space, go all the way down in to the blank spaces because the one who gets the most names I'll have a special gift as long as they have phone numbers."

what to say when you make the call to the referral

excitedly say, Susie, this is _____ she's thinking okay... who is this???

Well, you don't know me and that is why you're thinking, "WHO IS THIS???"

so let me tell you why I'm calling, SALLY is a good friend of yours, and she's a new friend of mine, I had the privilege of spending some pamper time with her with Mary Kay the other day and she wanted me to call you, did I catch you at a good time?

Let me tell you what I said to Sally and why I'm calling you...

I am always looking for peoples feedback on our product line, you've probably heard, but in case you haven't, for 12 of the last 13 years we've been the #1 best selling brand of skin care and color cosmetics and we are sooo thrilled about that, but we want people's feedback to stay number 1, and we need feedback, GOOD or BAD!!! and I asked her to think of people she knew that deserved some pamper time and would give their honest opinion of our product line in exchange for some just TOTALLY free, no obligation pamper time – and she immediately thought of you – so that is why I am calling, I wanted to set up a time when I could just show you the line, get your feedback, compare it to what you are using, if you love it – GREAT – if you don't, no big deal, we'll just spend some pamper time with honest feedback – is it better for you right after work, or weekends, lunch hour, evenings...

Referrals work FULL circle – because they WERE a referral, they GIVE referrals.

when you get the referral say,

Sally, I'm gonna call Susie and offer this pamper time but what I would love for you to do in the meantime, just to front that for her so that she knows I'm not trying to get her to do anything that is going to hurt or be painful!!! is just call her, tell her how much fun you had, how pampered you felt, so how no pressure it was – and just tell her and encourage her to let herself have that pampering appointment – that will really help me since she doesn't know me at all – can you do that for me>?

you have now double layered it – yeah!!!