

Working with Professional Offices

The following notes were compiled by LaMarr Area Director Candy Bearden as she spent a day shadowing ESD Holly Ennis to learn how to work with professional offices. Commentary and edits provided by NSD Allison LaMarr.

New Leads – Calling and Visiting Offices – Holly Ennis

Candy accompanied Holly to 4 offices and provided the following summary:

- **1st visit – dropped off a bag of cello bagged goodies with the contact person – offered a luncheon or test panel – contact said, I will check and get back with you.**
- **2nd visit – office had already been layered – some were paying for orders Holly was dropping off – some were scheduling facials and classes – some were ordering product. Some had attended training meeting and some missed the meeting, they were rescheduling.**
- **3rd visit – dropping off product at a golf club – suggested donations for men of SPF moisturizer and SPF lip protector.**
- **4th visit – office of 1 person – dental office – left cello bag and extra contact gift– Holly will call her to follow-up to see if she will schedule time for facial lunch or test panel**

After spending a day working with Holly Ennis and visiting several offices with her, I found her strategy very non-threatening to either the ladies in the office or to the consultant making contacts with the goody bag deliveries. Initially, she does not get names or information of people in the office.

(1) To get names and information for follow-up they will complete a form you provide for the free basket drawing when they schedule a luncheon or test panel where you bring product to sample.

OR

(2) When they place their order online for the free product coupon they get in their original goody bag. Although Holly does not work with scripts, it is really a very simple strategy. She simply finds Dentist/Medical Offices in the Map Quest or Phone Book, calls the office and talks to whoever answers the phone to schedule a time to “drop by”.

Initial phone call:

My name is (_____) I am a consultant with Mary Kay Cosmetics and I am honoring women in the (_medical_) profession in the (_your town_) area and would like to stop by your office to bring each of the women that work in your office a personal gift. How many women work in your office? When would be best time to drop these off for the women in your office? I will be in your area next week, would (Tue or Wed) be better? What is the best time before lunch or after?

Of course it is easier to schedule several offices in the same area and preferably on the same day.

When you arrive at the office:

Ask for the person you set the appointment with and introduce yourself.

Have a MK gift bag filled with the individual cello bags for each person in the office and a special gift (PCP, etc) for the person that scheduled the appointment with you on the phone.

Hi, (____). (Compliment her _____) OR, it's so nice to meet you!! My name is _____. Do you remember me? I am the Mary Kay Consultant that spoke with you on the phone last Tuesday. I am here with the gifts to honor you and your coworkers. Show her a couple of the goodie bags explaining that each is a little different (LOL you can pick the best one for you then share the rest with the office) (_Name_) we also do luncheons or test panels right here in the office if its permitted to pamper you and your co-workers – and that way you can see different products, touch it, smell it, feel it -we could do hand treatments and lip treatments – what would work best in your office, a luncheon (takes about 30-45 minutes) or a test panel (takes about 15-20 minutes).

Luncheon (30-45 minutes):

I bring the lunch (Olive Garden salad, bread, lasagna approx. \$3.00-3.50 a person - some consultants bring deserts - muffins) and you can try some of our products during your lunch hour – Satin Hands, Satin Lips, facial on a hand, Lip set (lip and gloss sample), highlighter, bronzer –

Test Panel (15-20 minutes):

Arrange for the ladies to do a test panel of products: new products, or Dash Out the Door, lip sets, Colognes, etc. Only select 3-4 to make it quick.

To get their information Holly uses the entry slips on section 2 for the facial boxes. They complete the slips for the free basket drawing during the luncheon. (This allows her to have information to follow up with each one to schedule a one on one facial pampering – turn into a class with friends.)

In the cello bag:

- 1) A Look Book with your business card stapled to the front cover
- 2) A Sample of any kind, mascara, satin hands packets, hand cream, etc.

3) A small cello bag just bigger than a business card filled with the PINKED card, shred, lip gloss, lipstick, and another business card. Place a label on the back of the PINKED card with the following:

Enjoy your \$13 Mary Kay Gift Card.

You can redeem it at

www.marykay.com/_____

**Please put your card number
under the form of payment.**

4) You can use the \$13.00 PINKED card or you can create a coupon for Free product which can be redeemed by going on your website, placing an order for the Free product, then before leaving the website she will enter all of her personal information which gives the consultant a way to contact the person and deliver the Free product.

*This is the same concept Rebecca Evans used when she moved from California to Las Vegas when she gave out 1700 cards in a 15 month period, got over 350 hits (customers) on her website – which resulted in 6 first line directors and her NSD Area. Holly talked with Rebecca when she was putting this program to work and per Rebecca’s suggestions raised her gift bag at the luncheons from \$30-\$35 to \$50.00. Offered \$50.00 of free product if she can get 3-4 of her friends to share her facial to create the “eyes” from the Robert Jones looks or just to do a complete makeover to see more products after the luncheon or test panel.

The basket for the drawing at the luncheon or test panel has empty boxes in it.

- 1) our skin care is customized to every customer and
- 2) it gives you a chance spend time with the winner, you would need to schedule a time to do a facial or class to customize her personal skin care.

Holly sometimes brings her lap top to the luncheons to do the Robert Jones Makeovers (you can also use the color profile on InTouch) – pick the eyes you like, we can get together to do the eye look or I can mail it to you.

Usually, the only time you will have to deal with negativity is on the initial phone call to schedule the appointment – some will say no – some will say yes. Once at the office you will be received with a smile and excitement of what is in the gift bag.

Professional Gift Cards The \$13 Dollar Gift Card

<http://www.getpinked.com>

Robert Jones Training & Supplies (I love his computerized Makeover Program)

<http://www.robertjonesbeautyacademy.com>

My Girlfriends House.

You can get zip-top bags for Make-Over looks & the Sealed Goodie Bags for warm chattering....

<http://www.mygirlfriendshouse.com>

Examples of the cello bags, MK gift bags (she put all of the individual cello bags for the office down in this bag), and “extra gifts” for the office contact person are provided below:

