

# How to get and book Referrals:

## Jen Semelsberg

Please call the below Hot Line and hear great training on  
"How to get and book referrals"

Phone Number: (641) 715-3900

Extension: 175535#

### **Play a Referral Game at Your Classes:**

We are going to play a fun game now....everyone turn over your customer profile cards and get out your cell phones. The best compliment you can pay me is by referring your family and friends. Did you have fun so far? Do you guys like me? Great, here is how it works....all you have to do is write down the names and phone numbers of women you know that would like to be pampered and be willing to give me their opinion on Mary Kay products. What I'm going to do is give her a call and tell her that you gave her a gift of a free pampering session and a \$10 gift certificate. The best part is that you don't pay anything....it comes from me. There will be 2 ways she can redeem it – getting together with me for her pampering or shop on my website. Everyone that gives me 5 names will get a ticket and the person that writes the most names in 3 minutes gets 10 tickets! Okay, on your mark get set.....GO!!!!

### **How to get Referrals from your current Customers:**

Hi Abbie, it's Jen with Mary Kay. Do you have a quick minute? Great, I am calling today because I have a HUGE goal to grow my customer base by 100 new customers this Spring and I would love to get your help. If you would be so sweet to refer any family and friends that need pampering and would be willing to give me their opinion of Mary Kay products, I will give you 5% off for every name on your next order up to 10 names....that is 50% off! What I'm going to do is give her a call and tell her that you gave her a gift of a free pampering session and a \$10 gift certificate. The best part is that you don't pay anything....it comes from me. What do you say....do you have any friends that are over tired, over stressed and under pampered? Great, thanks!

### **If she is not home, leave this message:**

"Hi (Susie) you don't know me but we have a mutual friend in common and her name is (Sara). I have a really neat reason I'm calling and a quick question for you. My # is (.....) and I'll be home for the rest of the day. I can't wait to hear from you!