

Cindy Williams: The Psychology of Giving Gifts/ Booking Script

One of my trademarks of success in Mary Kay has been to keep “presents” in my purse. When I meet someone I’d like to have as a new friend and customer, I use the “gift” to “crack the door open” and see where the conversation goes. I simply say, “I’m with Mary Kay and I’d love to give you a gift”. Then I pull out whatever “gifts” I have in my purse and either give her a choice of a few, or simply hand her a sample tube of hand cream, etc. Then I say, “Are you familiar with Mary Kay?” If she says yes, I say, “Great” If she says no, I say, “Great”. Then I say, “I’d love to get to know you better, make a new friend and get your opinion of my product. Do you work outside of your home? Would after work or on the weekend be better for you? The first of the week or the last? Tues or Wed? 6pm or 7?” I simply give her a choice of TWO things until the best time is found. I schedule a time to share Mary Kay products with her alone, first. I get the time and date booked, then I prompt her to think about sharing her facial with some friends. I say, “I don’t know about you, but I really don’t like to eat lunch alone or go shopping alone, and it’s not that much fun to have a MK facial alone, so if you have a couple of friends as nice and fun as you are, you can invite them to join you. Just let me know later how many fun friends are coming for makeovers, so I can bring enough mirrors and make-up for everyone.”

My favorite “present” is our Hand Cream sampler. Everyone loves our hand cream and it is such a nice little gift for their purse or pocket. I don’t give the “gifts” to generate sales from the sampler. I give the gift to CRACK the DOOR of Opportunity open and see where it leads. The gift is the “ice breaker”. I am listening and watching her reaction to see if she is receiving my gift (and me) with joy or with some hesitation. If she is hesitant, I step back a little and give her some space... My goal is to “make her feel special” with the gift and to build trust and relationship with her. If she is not interested in “getting to know me better, making a new friend and giving me her opinion of my product”, I respect that and make even more of an effort to bless her with kindness. Even if she was a little rude, I would gently say something like, “You are really a beautiful woman. If you change your mind and want to try my product at a later date, or if you know someone looking for a great Mary Kay cons, I would appreciate the business or the referral. I love my product and I love to share it with others. Enjoy your gift and have a great day.”

Luke 6:27 says, Love your enemies, do good to those who hate you, bless those who curse you, pray for those who mistreat you. ... If you love those who love you, what credit is that to you? But love your enemies, do good to them, give to them without expecting to get anything back. Then your reward will be great.