

## Valentines Day

This information can also be found at [www.unitnet.com/LaChelle](http://www.unitnet.com/LaChelle) Click on Training, then on Valentines Day and you will get this sheet as well as the drawing slips you will need to use.

### Setting up a restaurant

Call and set up a restaurant to partner with. Usually non-chain restaurants are best. Call the restaurant and ask for the owner or manager. Script: Hi \_\_\_\_\_ this is \_\_\_\_\_. I'm a consultant with Mary Kay and we've worked with A LOT of restaurants in the past for Valentines Day. We offer a service where we hand out carnations free of charge and hold a drawing for gift certificates, some of which we purchase from you and the others are given away through Mary Kay. The women seem to really enjoy getting a flower as they walk in the door. Is that something I could partner with you on this Valentines Day?

Set up the time and ask how many customers he/she usually sees on that day and figure ½ will be women. Ask if he/she will be working that night so that you know who to work with when you get there. You may want to find out what time business really picks up that night and get there a little before that.

When you arrive:

Arrive dressed SHARP and have your warmest smile on for the night. Have the flowers with you and a nice basket to drape the flowers over. In the basket should be your registration slips and pen. Sometimes you will have a table to rest the flowers on and sometimes you will need to hold the basket- depends on the set up. Make sure you pull out about 10 flowers and get set to greet people with pen, flowers, and drawing slips in hand.

Make sure to set up right at the front door and as the women walk through the door hand them a carnation and say "Happy Valentines Day- this is for you compliments of Mary Kay and \_\_\_\_\_(restaurant name). Here is a slip for the drawing we are doing for gift certificates to Mary Kay as well as \_\_\_\_\_." Note: if you ask them if they want a flower they may say no because they think they have to buy them. It is very important to say "This is for you" and get the flowers in their hand. Also, "Here is a slip for the drawing we are doing" and put the slip in their hand. If you ask them if they want to put their name in they may say "no".

If the women come in together, if possible, tab the names together so you only call one as the winner. You really have to watch this.

If you are finding that not many people are taking a flower or signing up for your drawing, something you are saying is not quite right- look over this paper and try again. Close to everyone should take a flower and about 90% should fill out a drawing slip.

When your flowers are done or its 9pm and nobody else is coming in then go to the manager and thank that person and compliment the staff. Ask him/her who to buy the gift certificate(s) from. (Make this quick- he/she is busy)

It is your decision how much you want to spend on certificates from the restaurant. It depends on what kind of restaurant it is and how much traffic has gone through. On a really good Valentines night I have no problem spending \$50 on gift certificates- maybe 2 \$25 or 3 \$20 but only if I got 50 really great useable names. If it was a slow night then just 1 \$20 gift certificate would be sufficient.

Last, go home and rest your feet. You will be tired but exhilarated. You may want to count up your names and pick your winners so you have them set for next day calls. The gift certificate for the restaurant comes with the makeover- **not separate**. If they won the gift certificate from the restaurant you would say "Congratulations you're a winner of a \_\_\_\_\_ gift certificate and makeover with Mary Kay." If they say they can't or don't want the makeover with Mary Kay then I just thank them and let them know I will pull a new winner. It is a package deal. We don't send gift certificates, they get them when they meet with us.

Feb 15<sup>th</sup>-Next day: 1. Call all leads IMMEDIATELY – do not leave a message but do call when people would actually be home. If you have a chance during the day then call them all during the day and again in the evening. If you are not able to call in the daytime then call at night but MAKE SURE you call immediately so she feels like she is a winner because EVERYONES A WINNER!

2. Send a thank you note to the restarant manager and call him/her to see what they thought of it and see if he/she would like you to come in again for administrative professional week (lunch) in April 23-29 or on Mother's Day May 14<sup>th</sup>.

Feb 16<sup>th</sup> Call all leads again- it is up to you if you want to leave a message. I usually do after 3 attempts but not before. Usually they will not call you back anyway. I usually keep calling all leads until I reach them. The best time to reach people is between 6-9pm. Some nights are better than others.

Script: Hi \_\_\_\_\_ this is \_\_\_\_\_ I met you at \_\_\_\_\_ restaurant on Valentines Day handing out flowers and I am calling because I pulled your name as the winner of a gift certificate and makeover in the drawing we did! (Sound excited) Would you enjoy some extra pampering? Great! I can come right to you or Monday nights I hold makeovers at the Eagan community center- what would be best for you? (Set up time) \_\_\_\_\_ do you like free stuff? Great! It's up to you but if you have 2 friends join you I get to give you extra free products, but please no more than 5. Do you think you'd have a couple of friends that would like to join you? Great! Okay I will plan on \_\_\_\_\_ at \_\_\_\_\_ time and I will send you a reminder card in the mail. Thank you so much!

If you are not feeling confident about your script call your Director or recruiter and practice on her so you sound as confident as possible. You will get more confident as time goes on.

After I have booked her I send her a reminder postcard in the mail (also on website).

The sooner you book the appointment, the more likely they are to hold it. Remember to give her 2 choices such as what works better for you an evening or weekend? 7 or 7:30? If you say "what works for you?" that is a very open-ended question and will take you straight to trouble- they may be booking in August☺

If she's having friends join her I call her 2 days in advance to see how many friends are coming.

If she's doing this herself I call 1 day ahead and remind her I am coming.

If you are driving more than 5 minutes to get to her- call right as your leaving and say "I'm just calling to check directions" so that you know she is there and still planning on you.

It is okay to double book each appointment as I usually find that ½ hold on the first booking attempt if you are going to them. If you are meeting them at the community center ¼ hold. Please know the numbers so you are not dissappointed when some cancel.

