

Fabulous Referral Game

Use this referral game at every party and facial, and walk out with 10, 20, 50, 100+ names every time!

This is where I do the referral game in my parties:

After finishing foundation, have them feel both sides of their face to feel the difference (on one half is Basic Set, just cleanser, moisturizer and foundation. Other half is Ultimate Miracle Set, including Day Solution and Microderm.)

Close the sets and share pricing:

Basic is \$66

Miracle Set: \$117

Ultimate Miracle: \$205

Do cheeks and lips: using full size blush (sunny spice for ivory/beige skin, bold berry for bronze skin) or bronzer, hand out cotton balls with blush on one side. **Tell them how to apply it so they don't have a streak of color on their face!* "Now before you apply your blush, there is a technique! Look up here and I'll show you how you are going to apply your blush with a cotton ball so it doesn't look like a streak on your face! Do a couple dots of blush on your cheek bone, then use the clean side of the cotton ball to blend it in circles."

Compliment time: "Now we are going to do compliment time. We are going to go around one at a time and compliment each other on how beautiful your skin looks! The only rule is that you can only say "Thank You!". What do we like best about Suzy's skin?" After she receives compliments, ask what her favorite product was.

Referral Game: "The best compliment you can give to me is sharing me with your friends and family! Each month I have a huge goal to have 30 new women sample our skin care and get their opinions, and I am running out of people I know so I really need your help! Can you think of some ladies that would love an hour to be pampered, are super nice and helpful, and would love a coupon for some FREE product? We are going to play a game then! Grab your phones, you're allowed to cheat! Now here are the rules: you'll want to think of women who are over 21 and local, and you'll want to let them know I'll be contacting them so they know to expect my text. I will only contact them ONCE! If they are interested, great! If not, great! What kind of music do you like?? (open Pandora app on phone and play 1 song) I am going to play a song, and whoever fills out 10 names and numbers by the end of the song will get a \$5 coupon off a skin care set tonight! Fill out 20 names and numbers and get a \$10 coupon off a skin care set tonight! The person who has the most at the end of the song or finishes first will get an extra special gift! Ready, set, go!

During this time, clean up the washcloths, mirrors and trays.

Referral Texting Script:

“Hi Molly, this is Kelly. I don't think we've met, but (friend) gave me your name. She is helping me with a Mary Kay goal and I have a favor to ask you! I am doing a test panel of our skin care and I'm looking for 30 opinions this month. I am running out of people I know to be face models, so I asked (friend) if she had any friends that might love a facial and she told me to get in touch with you! ☺ What's in it for you is just some free pampering and a MK gift card for some freebies! Would you be willing to help me out and be one of my test panelists?”

Once she replies yes:

“Great! Thank you! When is a good time for me to give you a quick call to fill you in on how it works?” If she is not available to talk then, just text the details.

“First of all, have you tried Mary Kay before? Do you have a consultant? (If no), Okay great! Well my goal is to have 30 women this month try our skin care and give their honest opinion of how it compares to what they are currently using. We will do a skin care facial, a hand and lip treatment, and we'll match your foundation shade perfectly! You'll be out the door looking great and feeling refreshed ☺ Would you prefer daytime, evening or weekend for your appointment? I am available on Saturday at 12pm or 2pm, which is best for you?”

“Okay great! You are confirmed as one of my 30 facials on Saturday at 2pm. Oh! You can invite 2-5 friends to join you (it would help me get to my 30 facials faster!) and I am allowed to give you some free product for doing so! Can you think of anyone that might want a free facial too?”

I always ask the pre-profile questions to the hostess first, and then ask for her friends' names and numbers so I can ask them the same questions.