

WARM CHATTING MADE EASY

Warm chatting can be a very intimidating way to meet women. However, below is a way that has been effective for me. It works like a charm and is great for most any situation.

1. Standing in line or wherever ... lean over to the woman and quietly say, "Excuse me... you're going to think I'm crazy, but I'm in a contest to see how many business cards I can pass out today. Would you mind taking one of my cards today? Hold your card out to her.
2. She will most always say "Sure". She takes your card, looks at it and says "Oh, Mary Kay" (standard answer) You say, with a smile, "Yes, are you familiar with our products?" She... most likely will say yes. If she indicates that she is currently using the products and is satisfied with her consultant then you can chit-chat a little about her favorite products and thank her for using our products. If she is not currently using our products you continue.
3. You say, "Great! Are you on our mailing list to receive our catalogs?" She'll say (most of the time) "No." I explain the Preferred Customer Program by saying "I would love to put you on my mailing list where you will receive every 3 months a product brochure showing you the latest products and glamour techniques available and there is always a coupon enclosed. Simply fill out your name, address and telephone number on this card (give her your tent style business card and a pen) and I'll see that you get added."
4. You now have a name to follow up with. Many times they mark on the card that they are interested in skin care, facial, nail care, etc. There was no pressure ... she is signing up for something in the mail, something free. I go home and immediately send her a beauty book or the latest product brochure available and a coupon for \$10 in free product redeemable at a facial. Since it might be months before the next Preferred Customer Program mailing it is vital that you call her within a few days after you mailed her brochure and gift certificate. Simply ask her if she received your mailing and coupon and then schedule her for her free facial.

I hope this helps. Can you see how it doesn't make you feel rejected if she turns you down for the mailing list? She is turning down the mailman, not you!! Try this and let me know how it works for you.