

BOOKING FROM DRAWINGS

Hi this is _____. Do you have a minute? If you recall you entered in to a drawing at (fitness center name). I'm calling to tell you congratulations! Your name was pulled as one of our winners of a facial pampering package for you and up to 5 friends, complete with a \$25 Mary Kay Shopping Spree! Congratulations! Have you ever won anything like this before?

Great! Let's pick a date that's good for you. Typically which is better for you, during the week or on the weekend?

Okay, I have _____ and _____ available. Which would work better for you? *(Continue giving 2 options until the date and time is set: Tuesday or Saturday, morning or afternoon, 2:00 or 3:00).*

(Location?) Now, _____, I'd be happy to host you in my home. I live _____. But I can also just come to you. Which do you prefer? (If you only want to go to them, leave this out and just confirm their address instead)

Before I go I just need to ask you a couple quick questions about your skin. *(Ask questions 1-5 on Profile Card)*. Great! I've got some products that will be excellent for your skin type. I can't wait for you to try them! **(Physical Address)**

Now, I mentioned before that you can share your appointment with up to 5 friends. With just 3 friends your gift certificate doubles to \$50 and it can go up from there. Who can you think of that could use a little free pampering?

I need to ask each of them about their skin as well, but I want to give you a chance to invite everyone first, of course. Is there any reason why you won't be able to give them all a call by this time tomorrow? Just let them know that its fun, and they can win free stuff too!

Okay great. I just have one last thing to ask before I go. Will you promise me, heaven forbid something happens – you break your arm or a tree falls thru the roof J - you'll give me a call if at all possible 48 yours in advance so I can give someone else your spot?

IF MESSAGE MACHINE: My number is _____. I look forward to hearing from you. Congratulations again and have a great day!

SECOND CALL: *This should be used when you have left your first message (above) and are trying them again the next week. I have had several people call me back from this message because they simply lost my phone number after the first message!*

Hi _____, this is Pagett calling. I am so sorry, I owe you a huge apology. I left you a mssage a little while back about a drawing that you won at _____. I was just

checking my list to see who won something, but hasn't gotten it yet, and I realized I never did follow up with you again. I am so sorry!

My calendar is filling up and I want to be sure to reserve some time for you. Remember, its fun, it's free and you a \$25 Shopping Spree waiting for you! And listen, if for some reason you've decided you don't want your gift, will you just do me a favor and give me a call to let me know. That way I can draw another name and give it to someone else. J

My number is _____. I look forward to hearing back form you. Talk to you then.