

Back to Basics Training

Day Eight

Day Eight: Warm Chattering

Okay, I think that we can safely say that it is time to move onto something that is going to help all of us build our businesses. Today I want to work on warm chattering. Yes, that's right...warm chattering!

Some of you are saying "Oh no....do I have to?" While others of you are saying "Great, I need to work on this skill." I believe that all of us need to work on perfecting warm chattering, that is why we are trying to build our businesses right.

First, I want you all to identify for yourselves what it is that makes warm chattering so important to YOURSELF. Why do you need to warm chatter? Why can't you just contact your existing customers and ask for referrals? I know why I have to warm chatter. It is because I need to build my business....and I want to be successful. What is your reason?

Now, I want to talk a little bit about getting over the fear of talking to people and how you can work your Mary Kay business into the conversation with someone you have just met. It can be done...this I promise you!

Okay, imagine you are in Kmart shopping for some last minute stocking stuffers. You see a woman in the aisle with you who is looking at some stocking stuffers too. You decide that you want to strike up a conversation with this lady...so maybe you say something like..how many children do you have? I have one daughter....she is not even a year old yet, but I am sure that when she looks back on it, she will be happy that I made her first Christmas special.

Do you see how easy that was? Now, you can go into the fact that you sell Mary Kay....tell her how happy you are that you get to stay home with your children....or however you want to lead into the conversation. Be sure that you have a business card ready with a pen in hand and maybe a sample of the Timewise or even just a look book....something to give her hold her over until you can get together with her. You then say something like "You know, I have been challenged to meet (XX amount) of women and introduce them to our new products. Have you ever tried Mary Kay before? If yes, ask her if she has a consultant, if no, hand her your business card with the information card. As you are handing her the card, say "I would love to get your opinion on our new

products....could you right down your name and phone number and I will give you a call on (pick a day) to see if you and I could get together so I can pamper you and get your opinion? Then hand her the sample or the Look Book and say, Let me give this to you until we can get together. (If you are giving her the look book, tell her you would like for her look over the book so that she can see how Mary Kay has changed.)

To help you all get in the mood of warm chattering, I have attached my scavenger hunt list that I made instructing you to find a particular type of person. Using this scavenger hunt can also take the place of giving a business card.

Assignment 8:

Today I want you to warm chatter no less than 5 women today. Be sure to follow up!

Tomorrow we will talk about how and when to follow up with new leads and new customers.

Love and Beelief,
Tracy