## Restaurant Leads ideas and scripts from Kimberly Huchel:

Last night my new consultant Yolanda and I did a restaurant lead and it went great! We were scheduled at Chili's from 5-7 and actually had to finish at 6:30 because we ran out of slips! We got 60 names in a hour and half!

This is what I did... I called Chilis and spoke with the manager I told him:

"Hi I'm Kimberly Huchel a future sales director with Mary Kay Cosmetics and I would love to do a customer appreciation night. What I do is give each customer a flower and enter them for a drawing to win a gift certificate to the restaurant, a free facial and free spa products! I buy the flowers and a \$25 gift certificate to Chili's so this is absolutely no cost to you. When can we set up a night for me to come?"

Sound confident on the phone and don't ask yes or no questions because the answer will be no! We were scheduled from 5-7 but ran out of slips at 6:30 and it was a Tuesday night. I usually do them on Friday or Saturday nights because the restaurants are busier but Yolanda is new to town and needed names for this weekend. Everyone loved us and was so happy to get a flower which was a carnation. We ran out of 2 dozen carnations in the first 20 minutes. When we go there we went around table to table then when we had talked to everyone we stood at the front of the restaurant.

We only had one person tell us no so and 60 said yes! We took goody bags for the servers and manager! I use the same fishbowl and slips as my regular fishbowls. You need to take a clipboard so they can press down and that and fill out the slips. Dress professional in a business suit with hair and makeup done.

Below is the script for at the door and the script for calling them back. Just copy and paste them to a word document and print them out. My computer is having problems loading attachments.

YOU greet them at door, (before the hostess) and place the flower in their hand. Smile and enthusiastically say, "Happy Customer Appreciation Night"! Compliments of (Restaurant name). We are having drawings for gift certificates to the restaurant, free skin care items and pampering sessions with me. Fill out this entry card and you will be entered to win. (At this point you hand them an entry form, pen and a small clipboard to write on. DO NOT send them to the table to fill it out later. Have a small container simply

decorated to drop the entry into. Do not pass out business cards unless asked for one.)

## Hi (name)!

This is (your name). We met (day) at (event location). I was there giving out flowers. Do you remember me? I was actually calling to tell you that you were picked as a winner for the pampering package and gift certificates. Congratulations! I would like to explain this a little bit to see if this is something that you would enjoy. Is right now a good time? We pick a time to get together. I work by appointment only, somewhat like a stylist. When we get together, you will get a lip treatment, a hand treatment, a mini facial that includes a microdermabrasion, and I will put together a quick makeup look for you. I call it my 5 minute face because it is so quick and easy. And at the end you get to take home free product because you won the gift certificate. How does that sound? What works better for you... weeknights or weekends? Okay, great! I have (day) at (time) or (another day) at (time). Ok great, what is your email so I can send you directions? Well, it is just as easy to do 2 or 3 faces as it is to do one, so if you have a sister or a girlfriend that you want to bring, go ahead. You will be the only one receiving the gift certificate, but we can keep that on the down low. Or it can be just us, I love that as well. Do you think you have any friends that you want to bring, or will it be just us? Okay, wonderful! What I will do is give you a call in a couple days to see who you are bringing, so that I can be ready for you. Do you have any questions for me? If you need to talk to me, again my name is (your name) and my number is (your number). Congratulations and I will talk to you soon.