

“WOWing” and Friend Finding

What is WOWing:

It's meeting new people, finding new friends and Lead Generation for future business. When people have the opportunity to see our products, especially the LipSense, their immediate reaction in WOW! Your goal is to collect names and telephone numbers to follow-up and get new customers and new recruits – both can lead to new Demo Hostesses.

Where to go WOWing:

You can WOW everywhere you go. That's how you can build an on-the-go business. Just arrive early to do your shopping, at food courts, appointments, banking, etc., and spend 30 minutes (Or as long as you like) meeting new business leads. You can also go door knocking in your neighborhood or any area that you would like to build your business in.

What to Wear:

Business casual is appropriate, or dressing for the occasion (Going to the park, working out at the gym, going shopping, etc). If you're going out specifically to WOW:

- Wear neutral colored clothing (To not be obvious or draw attention)
- Low heels for comfort
- A top or jacket with pockets (For keys and gloss, so you don't have to carry a purse too)
- LipSense lip colors on your hand

What to Take:

- WOWing Contact List and pen
- Beauty Books with your Name, Telephone number and Distributor ID # on the cover or attach business cards. Carry 10 at a time, with more in the car.
- Happy, friendly attitude - Have fun!

Tips for Parking Lot WOWing:

When you go shopping (Food store, Target, Costco, Malls, etc.) you can meet lots of new leads right in the parking lot. Here are some tips:

- Only speak with people as they leave the store (Then you don't get confused about who you're approaching)
- Don't stand right at the exit door. Stand back about 5-7 car rows, in between the cars. Security might ask you to leave if you're too obvious. If they do, let them know that you're NOT selling anything, just handing out free catalogs. If they still ask you to leave, do so – nicely. Smile, and give them a Beauty Book for their wife or girlfriend.
- If you go with a SeneSister, you can approach the customers as they go 1 direction, and your partner can go for the customers going in the opposite direction.
- If there is already someone “soliciting” at the exit door - Girl Scouts, Salvation Army, petitioners, etc , then go to another location (People don't like to feel bombarded)

How do I approach people?

This is a success proven approach and conversation that will get you lots of leads.

- Approach from the front, and power walk to keep up
- Hold your Beauty Books up, cover side out, so the customer can see it as you approach, with the Contact List behind the books, facing you – to write on
- Always be smiling and friendly

What do I say?

Most people don't like to give their name and telephone numbers to strangers, so DON'T SAY "Can I have your name & number?" For great results, practice the following script ... IT WORKS! Don't be discouraged if some people are busy and don't want to be bothered - that's ok. There are also a lot of people that will be interested, and you keep going until you reach your goals.

(Script) "Hi, I'm giving away free Beauty Books today" (Hand it to them as you're talking).

If they say "No", repeat... **"It's FREE"**

If still "No", just say ... **"That's ok, have a nice day"** (NEXT – go on to the next customer).

If they take the Beauty Book, you then say...

"We have lipstick that doesn't come off ... look " (Wipe your lips with your finger & show them)

"Can you believe it?" (Then wipe the LipSense "stripes" on your hand). **"These have been on since this morning/yesterday. Isn't it amazing? And all our make-up stays on until you take it off."**

"Let me put you in a drawing for a free gift, all I need is your first name" (Look down at your Contact List to begin writing).

(Spell the name) **"Susie, is that S-U-S-I-E?"** (Many times they'll give you their last name too).

"I promise I'll only call you if you win. Is that area code (###)? And the number there is (?) ... _____." (They'll finish the phone number for you).

"Great! Our Hostesses receive gifts and free products, so I PROMISE I'll give you a call. I'm (your name) and my phone number is on the cover. Have a nice day!"

Be sure to Follow-up and call the leads back, as you "promised" to do (see WOWing Follow-up script).