

## Successful vendor events

The goal is to get them to come to the table, get their name and number, and at the end we divide them up.

### Set up:

Table cloth

Banner

Runner

Lotion samples

Clipboards

Pens

Slips

Box or jar to put entries

1-2 other display items (perfumes, skin care set, beauty boxes, or flip chart).

Stapler

Candy (individually wrapped, not chocolate)

### What to say?

You want it to be second nature and roll off your tongue so you look confident and sure of what you are offering.

Hey we are giving away a complimentary pampering session and some freebies. Jot down your name and number here.

Keep to short, light conversations. Have you been to this event before? Awesome! I love your shoes! You are ready for summer! When is the big day? Are you getting married in Colorado?

I hope you have a great day, this is \_\_\_\_ and I am Jessica, one of us will give you a call. Thanks!

(AVOID: joking with people, asking them too many questions, telling them too many things, over sharing about products or the giveaway). You can answer questions but just keep the conversation light and confident.

Take turns, every other person with your partner. If you made a relationship with them, put your name on the back but all other leads are split up at the end.

Just because you got them to the table, you don't get to claim them. Only if you knew them or were friends before or worked together or a great thing in common. You don't get to claim them right then and there, we are working together to split up names.

Write information about the person on the back when they walk away so you can remember information about them.

Call within 24 hours!

Hi \_\_\_\_, how are you? This is Jessica, I met you on Saturday when you stopped by our Mary Kay booth. I have some exciting news, just call or text back.  
(send that same thing via text)

If you get someone to answer, Hi \_\_\_\_, how are you? This is Jessica, I met you on Saturday when you stopped by our Mary Kay booth. I have some exciting news! YOu received a free pampering session and some free goodies! We have a couple options, a studio in Lakewood, Parker, or we can meet online. Which do you prefer? (pause!) Ok awesome! For the Lakewood studio, do you prefer evenings or weekend? ( only give two options) Wednesday or Thursday? 6 or 7 pm? Great I will see you Wednesday, at 6 pm at the Lakewood studio offices at \_\_\_\_.

Oh and you can bring friends and family with you as well and you. Would you like to bring a few friends with you? Great! We have room for 5.

Do you have oily or dry skin? If you could give me your friends names and skin type that would be great. Thanks! See you then!

## SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT  
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP  
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP  
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTRACTS  
2% OF SALES ARE MADE ON THE FIRST CONTACT  
3% OF SALES ARE MADE ON THE SECOND CONTACT  
5% OF SALES ARE MADE ON THE THIRD CONTACT  
10% OF SALES ARE MADE ON THE FOURTH CONTACT  
80% OF SALE OF SALES ARE MADE ON THE FIFTH TO TWELTH CONTACT







