

**You have a week to finish your star or move to the next level. Why not offer your customers a special buying opportunity with a "Star Certificate". With the upcoming Holidays, this is a fabulous time to offer this incentive...don't forget husbands and significant others, they love to save and could get excited about getting an extra \$25 to spend on the woman in their life! Here is a suggested dialogue you could use:**

"Hi \_\_\_\_\_, it's \_\_\_\_\_ with Mary Kay! I have an exciting offer for you...do you have a quick minute? Great! \_\_\_\_\_, I am working to achieve "Star Status" by accomplishing my star consultant challenge this quarter. The deadline is December 15th, and I wanted to let you know about a special Star Certificate I am offering my preferred customers. It can be used now for personal use and gift giving or it can be applied to your account to use over the next year. Here's how it works... when you can purchase this Star Certificate for \$100 you will get \$125 in Mary Kay product. There is no limit to this offer, so you are eligible to purchase more than one certificate if you like. Again, each certificate gives you an extra \$25 credit. With the upcoming Holidays, I thought this might be helpful to you as well. If you want to give the certificate as a gift, I will include a personal pampering appointment for the recipient at no additional cost". Tell me, \_\_\_\_\_, would you like a certificate for you or for gift giving?"

### **If you get her voice mail....**

Hi, \_\_\_\_\_, it's \_\_\_\_\_, with Mary Kay. So sorry I missed you. I wanted to tell you how you can get \$25 worth of free product. This is a limited special, so please give a call when you have a quick minute. You can reach me at \_\_\_\_\_.

Look forward to speaking with you...again, my number is \_\_\_\_\_."

**Note: The \$125 for \$100 is not limited to you finishing your star. You can still give this offer to those people you are contacting regarding Holiday Gifts.**

I am attaching a Star Certificate which I had in my files. I regret I do not know who to give credit to for the artwork, but appreciate having it to pass on to you!

### **Applauding Your Star Status!**