

“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 is WOW!

Your goal is to COLLECT NAMES, NUMBERS AND E-MAIL ADDRESSES to follow-up and get new customers and new recruits - both can lead to new Demo Hostesses.

You will add the info and e-mail addresses you receive to your SeneService e-mails in the back office. Go to “Business”, then “Customers” and “SeneService Emails”. This is a FREE service that you should most definitely use! It is a monthly e-mail sent to all of your customers in your behalf with product knowledge, beauty tips, etc.

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. Take a sister distributor or your own team! Have a contest to see who can collect the most names! Make it fun!

What to Wear?

Business casual, or dressing for whatever the occasion is (Going to the park, working out at the gym, going shopping, etc).

- ❖ Great shoes and a fabulous bag or purse
- ❖ LipSense lip colors on your hand (Wear 5-8 colors boldly)
- ❖ Anything that will draw attention to you
- ❖ Be Blingly and Don't Be Afraid To Draw Attention!



What to Take?

- ❖ Beauty Books with your Name, Telephone number and Distributor ID # on the cover with your business card stapled to it. Carry 10 or more at a time, with more in the car.
- ❖ Have a sticky note on the front of all Beauty Books to remind you to collect their names, phone numbers and e-mail addresses. You will take this home with you to contact them later.
- ❖ Your tester kit ALWAYS and your STOCK BAG!
- ❖ A Happy, friendly attitude – HAVE FUN!

How to Approach People:

When you go shopping (Food store, Target, Wal-Mart, Bank, Mall, Post Office, Dr. Office, Dentist Office, Hospitals, etc.) you can meet lots of new leads!

If you see a lady who is dresses nice, pretty hair, beautiful nails, nice car, nice clothes, etc.

Script: “Hello, you have such beautiful _____” and continue with a small conversation (this is how you interest them).

“Can I give you something?” as you are pulling a Beauty Book from your purse. This is a gift so present it as such!

“I’m doing a survey on people who have never seen or heard of this.” As you are showing her your hand.

“This is LipSense which is lip color that will stay on your lips longer than any other lipstick and our skin care and makeup actually renews your skin cells as you wear it. It also stays on longer than other makeup!”

“Can I put your name and number in a drawing for a free gift? All I need is your first name and number. I will only contact you if you win!” (Write her information on the sticky note and tell her you have a weekly drawing for something free and will only contact her if she wins. EVERYONE wins a free make over!)

“Great, and our hostesses receive gifts and free products so I PROMISE to give you a call! My name is _____ and my phone number is on the cover of the Beauty Book. Have a nice day!”

Be sure to follow up and call the leads as promised!