

HANDLING BIRTHDAYS/ANNIVERSARIES (HUG A MONTH) AT THE END OF THE MONTH!

WHEN: LAST WEEK OF THE MONTH

- PULL ALL THE BIRTHDAY PROFILES OF THE CURRENT MONTH AND MAKE SURE THEY HAVE TAKEN ADVANTAGE OF YOUR BIRTHDAY PROMOTION. IF THEY HAVEN'T YOU PLACE A CALL TO EACH WOMAN WHO HASN'T UTILIZED IT AND SAY "HEY _____ I NOTICED YOU HAVEN'T UTILIZED YOUR BIRTHDAY CARD FROM ME FOR YOUR BIRTHDAY AND I DIDN'T WANT THE MONTH TO RUN OUT WITHOUT YOU TAKING ADVANTAGE OF YOUR GIFT!"
- PULL ALL THE BIRTHDAY PROFILES FOR THE NEXT MONTH AND SEND OUT THE CARDS/BIRTHDAY PROMOTIONS.
- PULL ALL THE ANNIVERSARY PROFILES AND PLACE CALLS TO THE HUSBANDS OFFERING A "HUG A MONTH" UTILIZING THE FOLLOWING THE DIALOGUE: "HEY _____ THIS IS _____ YOUR WIFE _____'S MARY KAY CONSULTANT DO YOU HAVE A MINUTE? GREAT! I'M CALLING TO SAVE YOUR LIFE AND HELP YOU WITH YOUR UPCOMING ANNIVERSARY! I HAVE _____ WISH LIST AND I OFFER AN INCREDIBLE ANNIVERSARY GIFT CALLED A HUG A MONTH. SHE WILL RECEIVE A GIFT FROM YOU NEXT MONTH ON THE DAY OF YOUR ANNIVERSARY AND EVERY MONTH THEREAFTER ON THE DAY OF YOUR ANNIVERSARY FOR 12 MONTHS. EACH MONTH I WILL DELIVER FOR YOU WITH A CARD SAYING "HERE IS YOUR ANNIVERSARY HUG THIS MONTH". IT IS THE GIFT THAT KEEPS ON GIVING AND YOU LOOK FABULOUS. I OFFER 3 OPTIONS FOR THIS GIFT: \$500, \$400 OR \$300 WHICH SOUNDS BEST FOR YOU? GREAT I TAKE ALL MAJOR CREDIT CARDS WHICH WOULD YOU LIKE TO UTILIZE? THANKS FOR YOUR BUSINESS...SHE WILL LOVE IT! I WILL DELIVER TO YOU ON _____ (DATE).

HOW TO TRACK HUG A MONTH:

WRAP ALL OF YOUR HUG A MONTH GIFTS THE LAST WEEK OF EACH MONTH WITH A DATE ON EACH PACKAGE. LEAVE THEM IN A DELIVERY BASKET AND DELIVER THEM ON OR THE CLOSEST DAY TO THE ANNIVERSARY.

ON THE BACK OF HER PROFILE PUT THE TOTAL AMOUNT HE IS SPENDING THAT YEAR AND DEDUCT EACH MONTH THE AMOUNT OF THE PRODUCT YOU GIVE HER AS WELL AS INDICATING WHAT PRODUCT YOU CHOSE. YOU CAN REFER TO HER WISH LIST WHEN CHOOSING PRODUCTS OR YOU CAN GIVE HER THE LATEST PRODUCT TO HIT THE MARKET. SHE IS SURE TO LOVE THE ENTIRE YEAR OF SURPRISES!