

## Working with Brides and Bridal Party.....

- People you know, people you work with, and customers.
- You can look in the newspapers, and find engagement announcements as well.
- Google wedding/engagement/ announcements and events.
- Set up a google alert for weddings, engagements, etc.
- Do you know a wedding coordinator....if not, maybe you should meet one!
- Would she be willing to hand out a gift certificate to those she is helping?
- Look in yellow pages, or call your local church....ask for the wedding coordinator.

“Hello my name is Carol, ind, bc with Mary Kay. I understand you are the wedding coordinator for \_\_\_\_\_(Church or business). I’m calling to see if you would want to put promotional information in your information packets that go to your brides. I have a great promotional offer, and would be willing to donate them to you, for your clients”

Meet with the Bride and do a facial. Get wedding date. Offer your services.

She will want to schedule bridal party quick!

You want their skin to be in great shape, pick out shades that are best for everyone... Just like you don’t want them wearing the totally wrong shoes, they don’t show up in pictures like the wrong shade of lipstick!

GOAL: for Bride to purchase color for her attendants as a gift....and for attendants to see the value of good skin care and your foundation, and buy from you!

Bridal Gift Idea: A custom compact filled with the right shades....@50.00

Or a Color 101 Look. Consider giving her a 15% discount, if she orders them for her whole bridal party....

Other gifts you have for those assisting in the wedding: the hostesses/candle lighters/guest book attendant....satin hands sets, satin lips or pedicure sets...

Be sure to mention products we have for the honeymoon. Travel miracle set, disposable facial cleansing cloths, SPF products!