

How to Approach Strangers about Your Business Using Votives

If I am in a conversation with a stranger (line at the bank, grocery store, post office, etc) before I make an exit, I ask -

"Do you burn candles?"

Their reaction determines my next step. Most will smile and say "Yes." Then -

"Have you ever burned a soy candle before?"

It doesn't matter whether it's yes or no, if their answer to the first question is a yes. I pull out a votive and either a Candle Drawing Card or Tri-Fold Brochure and introduce our current COTM (The COTM is always NEW, no matter how long we have been in Scent-Sations!)

"This is a Mia Bella Candle, made of soy and vegetable wax, it's clean burning, practically soot-free, very fragrant and lasts a long time. This is a brand new fragrance and I would love to get some feedback on what people think of this brand new scent. Would you be willing to test it for me, with no-strings and let me know what you think of it in the next 24 hours?"

Of course they will say yes! Get the votive ready to hand to them WITH the Tri-Fold or Drawing Card, but before you hand it to them, have a small note pad and pen ready too -

"Great, let me jot down your name and phone number. What time tomorrow is best to call you to get your feedback on the candle?"

"If you like this candle, be sure you visit my website. Each week we give away a BIG 16 oz Jar and one of our Soy-Based Body Bars! Here's the website address right here."

The key in all of the above is to assume they are going to say YES to everything, and really believe it!

Vanessa Sheely
UnforgettableScents@gmail.com <> 703-730-5809
www.Unforgettable-Scents.com