

BOOKING SCRIPTS

Warm Chatter

.....by the way, I am with Mary Kay, have you had a facial? (wait for response) You're kidding? I'd love to get together with you. Why don't we exchange information and I will give you a call. (hand her the blank card to fill out, exchange info, extend your hand) _____ my name is _____, I am looking forward to our time together. I will call you _____. Have a great day!

Booking over the phone

Hi _____, this is _____. How are you? Great, do you have a few minutes? I wanted to share with you what I am currently doing. I have started my own business and was hoping you could help me out. I am a New Beauty Consultant with Mary Kay Cosmetics. Part of my initial training is to facial 30 women with Mary Kay products in my first 30 days. I was hoping you would let me borrow your face? Do you think you can invite a few friends to help me get my training done sooner? You'll earn MK products for FREE! Great, thank you so much. What's best for you during the week or weekend? Monday or Wednesday night? 6 or 7? Great, next Monday evening at 7pm. I'll have a hostess packet in the mail and I will call you in a couple of days to go over everything!

Booking from a facial or class

_____ I've really enjoyed our time today. I'd like to go ahead and schedule your follow up appointment. What works best for you? Weekday or Weekend? Monday night or Thursday night? 6pm or 7pm? Great! _____ is there any reason why you wouldn't want to invite a few friends to join you & earn free products at the same time? Great!

Booking an Interview

_____ I don't know if you've ever given any thought to doing a business like Mary Kay, but I'd love to have you on my team. Is there any reason why I couldn't treat you to Starbucks this week? How about tomorrow morning, let's say 9am? Great! I can't wait to share all the details with you! (use the back of your business card to write down the appointment for her!)

Booking an Interview with your Director

_____ I don't know if you've ever given any thought to doing a business like Mary Kay, but I'd love to have you on my team. Our unit is giving away \$100 CASH to one lucky customer this quarter and I'd love to get you in the drawing. It's just a quick 30 minute call with my Sales Director. She shares information about our company & asks you a few painless questions. Can I put you down? (book her call) Thank you so much!

Pre-Profiling

Hi _____, this is _____ with Mary Kay. Your friend _____ has invited you to her Skin Care Class on _____. Is there any reason why you wouldn't be able to join us on _____?

Can come response:

Great! I just have a few questions. (get address & ask questions on the profile card). Okay, one last question, if you could change one thing about your skin, what would it be? (listen) Okay, let me tell you about (tell her about the product that will take care of that). _____, I can't wait for you to try our products and get the results you are looking for. I need to let you know, we only have 6 seats available, so can I count on you being there? Great! I can't wait to meet you in person.

Can't come response:

Oh, I am so bummed for you. Let me ask you this, if you could change one thing about your skin, what would it be? _____. Let me tell you about _____. Why don't we go ahead and schedule an appointment on a day and a time that works for you and I will make sure (Hostess) gets the credit. What's best for you; weekdays or weekends? Monday or Tuesday? 6 or 7pm? Great! I just need your mailing address to send you a hostess packet. (get address) Call me the minute you get your packet, okay! I can't wait to hear back from you!