

Great Referral Script....

"Hi, _____. My name is _____ and you don't know me, but we have a mutual friend and I have something really fun to tell you about. You can reach me until _____ today. If she answers/calls back: "Hi, _____. My name is _____ and you don't know me, but we have a mutual friend _____, and I have something really fun to tell you about. Do you have a few minutes? Great. I got together with _____ last week and we had so much fun. I taught her skin care and glamour. I'm a consultant with Mary Kay and _____ thought you deserved a free New Year/Fall/Spring/Summer/Holiday makeover and a \$20 gift card. (pause) Isn't that so fun? So, I have this gift card here for you and I'm calling to set up a time to treat you to your makeover and to let you spend your gift card. So, do you work normal business hours? Would you rather get together on a weekday evening or a weekend? (get the day and time nailed down while you have her on the phone) So, _____ we can do this one of two ways. We can get together individually and we'll have fun just you and I, or you can have a few friends over. It's totally complementary for your friends and you actually get an extra \$10 gift card for each friend you over. For instance if you had 3 friends over, you would get \$20 from _____ and extra \$30 from me. So, do you think you would want to invite a few girlfriends or you mom or sister? Great. So, when you talk to them, let them know it's totally complementary and that I'll be calling them to check out their skin tone and to ask a few other quick questions to put together a little goodie bag for them. It's _____ (day of the week) so do you think you could call them today or tomorrow and I'll call you on _____ (day of the week) to get their names and numbers? Perfect. Do you have a few more moments? I just have a couple more questions to ask you. Do you have light, medium, tan or dark skin? What is your hair and eye color? Do you prefer lipstick, lip gloss, or a tinted lip balm? Have you every tried Mary Kay? (Make sure she does not have a consultant) What are you most looking forward to trying out, eye colors, lip colors, cheek colors, skin care or foundation? Okay, _____ I just have one last question to ask of you. I'm crazy booked up for holiday/new year/spring/summer/fall makeovers and it's hard for me to reschedule. So, if you could really try to keep your makeover on _____ day at _____ time, I'd so appreciate it and I'll even have an extra free gift for you. Does that sound good? Great. I'll talk to you _____ to get your friends names and numbers.

Example