



BOOKING FROM PROFILE

Thank you to Senior Dir Linda Richardson for sharing these great ideas!!!
Thanks to ESD Heidi Goelzer for sharing NSD Sherill Steinman's booking/selling ideas.

IDEA #1: Sherill suggests you have 40 profiles filled out per month - only 10 per week! This is great - order profiles today!

Use of Profile cards: When you are out and about and meet someone ask them if they wouldn't mind you putting them on your mailing list. (This is less intimidating than asking them for a facial) They will be getting full colored Look Book every 3 months from MK. Then offer them a \$5 coupon and have them fill out a profile card.

Pay close attention to what they put down in #6 on that card! Look to see what they checked as of special interest. Call them the next day and say, " We met the other day at _____. When I got home I looked at your profile card and noticed that you were interested in removing eye makeup successfully. Normally I would just put you on my mailing list but when I saw your interest in that I just had to call you. Every month MK offers a Free product bonus when you have a facial.

The free product bonus in March is that eye makeup remover!!! (or whatever they checked) WOW!!! But there is also a bonus gift this month when you share your facial with 2-3 friends. You will never believe this but it is the eye cream that you also were interested in. Would you prefer to have a facial alone for the eye makeup remover bonus or share it with friends for the added bonus?

Go back and LOOK AT ALL PROFILE CARDS to see what your customers wrote down. Call them and offer them FREE what they are interested in and watch your bookings soar!!!!!!! OR if you have profile cards from way back say, "I was updating my profile cards and couldn't believe what I saw. You checked that you were interested in _____ and that is the free product bonus this month when..(add in facial or class)

AN OUNCE OF PROFILES IS WORTH MORE THAN AN OUNCE OF GOLD!!!!!!!!!!

IDEA #2: USE THIS TO MEET NEW PEOPLE.I KNOW WE ALL NEED THAT!!!!!!!!!!

Conduct a survey with people trying the Visibly Fit lotion. Put 2 full sized bottles in your bag with you at all times. Use one to demo and have 1 to sell! Take it out wherever you are and then offer it to anyone around you, men and women! Use it once an hour on the hour! Think of it like sharing an Altoid. When someone has one it usually gets passed around. Have the person try it all the way up to the elbow. It is like satin hands in a bottle and you need no sink! After you have had someone try it tell them you are conducting a survey and need to know if they loved it or hated it. That is it! Make up a little survey sheet.

Then offer them a \$5 coupon in appreciation for trying it. Tell them it is only \$22 and they can use their coupon. YOU ONLY HAVE ONE LEFT.PULL OUT OF BAG! You want it? Then go out to your car and put another one in your bag.

Get 40 surveys in one month and see what happens! Then have them fill out a profile to be put on your mailing list and use the script from above to book them for and appointment!



Call Backs

What happens when you try to reach that hostess or lead for the “call back” you promised and made a date to do? How many times should you call back? Do you feel after a couple of calls that she doesn’t want to talk with you and is avoiding you? This is not a comfortable feeling, but look at the following script! I believe it will be very helpful to relieve that feeling on “both sides”. If it is done sincerely, you are communicating your concerns for the other person. Life does happen and we should always believe the best about all people!!! Even if she just didn’t call back, she will know you care after listening to this message. The important thought is to be sincere. This is not a script to trick someone in calling you back. It is an example of how to show your concern to others. I suggest you keep this in your “scripts” file for future use.

I will usually try 5-6 times to contact someone. If they don’t respond, I leave a message something like this:

Hi, _____ (her name), this is _____(your name) again...I’m calling because I’m beginning to worry about you. I’m nervous that something bad may have happened to you. I’ve left several messages and I’ve even dropped a note by your house. It’s so unlike you to not return my calls – are you ok? I’m also worried that you may not be returning my calls because of this class we have booked. Please don’t worry about that...I’m not! I just want to know that you are okay.

Please call me, _____(her name). Bye.

Be aware that sometimes things DO HAPPEN to people. Always give them the benefit of the doubt. This script is almost 100% successful. I don’t ever remember a time when I didn’t get a call back. Besides that...it just reinforces that you DO CARE ABOUT THEM.

Also remember that NSD Debbie Moore rescheduled her appointment with her “pleasantly persistent” consultant 8 times before she actually held it. The only reason she went was because her husband told her to go so “that woman” would quit calling their home! Well, Debbie signed her Beauty Consultant Agreement and went on to become an NSD! Are you willing to give up on someone who could be your future NSD? I don’t think so!



Gloria M's Warm Chatter

Hello may I speak with (contact name). Hello (contact name) this is (consultant name). I'm so glad I got you on the telephone. We met at (meeting place, day). You remember I am a beauty consultant with Mary Kay Cosmetics. I told you I was going to give you a call to find out if it is worth us spending some time and getting together. Do you have a quick minute? (If not, ask when would be a better time to call.)

Tell me (contact name), have you ever tried Mary Kay before? You have (haven't) great!

IF HAVE TRIED: How long ago was it? I'm so excited (contact name) that I'm going to have the chance to introduce you to the new Mary Kay. There have been so many changes and I know you're going to absolutely love it!

HAVE NOT TRIED: I'm so excited (contact name) that I'm going to have the chance to be the first to introduce you to Mary Kay. It is the best selling brand in the United States and I know you're going to absolutely love it!

From our conversation yesterday (contact name), I know that you work. What do you do? Let me tell you about me. I have built a customer base of busy, professional women. I cater to these women by making sure they feel pampered, keeping them supplied with products, and saving them time by delivering products to their home or office.

I'll tell you, people get together with me for three reasons. First, because they are really interested in skin care. Second, because they are interested in color cosmetic application. And third, they just like to be pampered with customer service. They really enjoy being taken care of. So tell me (contact name), which of those fit you? Really?

I have been challenged by my director to get the opinions of 15 women of the Mary Kay products in the next two weeks. Is there any reason why you couldn't help me with my challenge and get together with me for 45 minutes to an hour so you can give me your opinion?

Set appointment—using choices of times.

Get directions.

(Contact name), you can count on me being there. This is my business and I'll be there rain or shine. Let me give you my number so you can put it in your date book next to our appointment. I'll give you a reminder call a day or so before our appointment. I am so excited. We are going to do some great work together. I'm looking forward to it!



How to Book Classes Quickly

A phenomenal consultant, Cleo Heberd (in Kansas) held 5 classes last week, booked 7 new appointments from those classes and had over a \$1000 week!! I asked her to share with us how she is finding the people, getting the bookings, and getting the classes to hold. Cleo lives in a very small, remote, farming community and has been out of "people she knows" for quite sometime! Here's her reply she sent to my questions: I have been using the Script for 30 faces that Beth gave me & the NO'S challenge you sent, it is all in your attitude I have found out. I wanted the NO's & I was getting YES'es. I have been using the \$75 for \$25 to book classes from classes.

Script for 30 Faces

Hi _____ Do you have a quick minute? This is _____ with Mary Kay. I'm so excited I have a huge goal for the next 2 weeks to do 30 faces. I need you to be a face for me. Set the date.

You know what..... if you could bring one or 2 people with you I don't know, I'll have a great gift for you, because that will help me so much to do my 30 faces.

There's only one more thing _____..... I need to know that you'll be there no matter what...because if not, I need to give your spot to somebody else. Can I count on you to be there?

I WILL BE DRIVING RED BY SEMINAR!!! BELIEVE!! BELIEVE!! BELIEVE!!



Notes from Pam Garner-Moore on Conversational Booking:

Pam calls this warm response booking and the first step is to notice those around you and let them know something honest and kind ie: what a cute baby, etc. If this is a step outside your comfort zone-then just look super sharp, wear your Mary Kay pin, and just make eye contact, smile and make a warm response comment to the persons you come in contact with for 1 week. Don't bring up Mary Kay, but don't be shocked when you cannot make it a week without the other person somehow bringing it up.

Pam says to pray for women to cross your path (and for you to be able to recognize them), that God will place the women you are supposed to know in your path- Champions who are willing to learn and are willing to work, dynamic women who are fit financially, emotionally, and physically; Eagles who are ready to run and that He would have you recognize them. Then be ready with cards and samples.

Part 2: When you are conversational booking – you must absolutely look the part! We are in the beauty business and must have the image that would make someone want to work with us. A suit is a must! When you put it on, you feel like a million bucks. It is better to have 1 or 2 WOW outfits than several OK outfits.

You must develop a manner of connecting with others- genuinely asking questions and being others focused is what draws people to you. When you are missioned, have vision, are committed, and are on purpose you will draw women to you and you will be a champion magnet. John Maxwell says “We draw people to us that are like what we are, not what we want”.

Ask about her, and for each question you are asked- answer politely, shortly, and turn the conversation back over to her. Ask about her kids, family, etc. Here are some short examples:

When asked what do you do? Answer “ I work for a major cosmetics company. What do you do? What do you like best about your job?” Later if she asks about which company you work for you tell her you are a beauty consultant and sales director for Mary Kay cosmetics- pause- give sincere compliment-ie: your makeup looks great, what do you use? How long have you been using that line? Wow, I rarely meet women who have been using 1 line that long- that's great!” I am Always looking for women to compare what they use with our products- it gives me great feedback. Then you totally drop it-talk about something else. You can call her a few days later and ask if she would be a model and give her feedback on some of our newer products.

The art of this is to learn to make people feel almost like they asked you and it was just part of the conversation, almost an afterthought.

Here is another another approach to use with someone you have had some discussion with at a store, or elsewhere: “you know, I don't want to take your time right now- I know that you are busy. I couldn't help but notice that...(you have good skin, look sharp, or any other sincere complement) and part of my position with my company is to give out samples and get consumer's feedback on what they use. I would love it if we

could just swap numbers and I could get your opinion on some newer products in our line.” She will ask what company – tell her Mary Kay, then drop the conversation. Ask where you can reach her the next day, possibly at work, make a phone appointment, then say, “Well, I won’t take any more of your time. I look forward to talking with you.” Then drop it.

Part 3: When we operate from fear we can seem forward. When we operate from daily discipline and faith- the words come out as from a woman with passion for what she is doing. Discipline will create that passion and when you are in discipline and on purpose regarding your life and your business- you attract people to you. People book, or people buy, or people recruit on mostly emotion. You may appear to love what you do and have a great time and she may want girlfriends.

Ask yourself- “am I someone that I would want to book or recruit with?” If not- Why? How is my grammar? How is my voice on the phone? And in person? What is my image in dress and in body language? Am I kind, polite, positive, caring, and professional? If everyone in my unit were just like me- what would our unit look like as a whole?

Learn to ask questions- get into the other person and find a commonality that you can connect on. Focus on her and her needs and learn to listen, listen, listen.

Memorize what to say :

- 1) so you can think about what she is saying and not what you are saying
- 2) when you memorize your words then you can tweak it and make it your own
- 3) when memorized and used in repetition, it begins to fall out naturally in a conversation-like way that is very laid back.

When we back up in our manner and /or body language, we draw them to us. In addition- when we are in discipline – we are trusting in the numbers. The number of contacts, number of phone calls, number of appointments , everything. By reporting to duty and massively creating the momentum that can be created from these daily numbers- we are giving God some work to bless.

You should power start each month.

Your image, ethics, and manner reflect on all of Mary Kay. Affirm other consultants to their customers.

Making the commitment to learn the words to say; making the decision to get on purpose about your business; working on your image; getting out the door and getting new names as you are about in your life will give huge results! You must commit to follow up within 24 hrs.

Great Ideas to help you with all of those appointments you will get today!

Scheduling Appointments **By NSD Sue Kirkpatrick**

Success in scheduling appointments begins with our attitude. We have to believe that everyone deserves to have a makeover and everyone deserves to wear the product. It helps to believe that when a woman wears Mary Kay, she likes herself better. She may even yell at her kids less...she will make a better wife, mother, employee, etc. That all may seem a little extreme, but it is meant to stress the importance of believing that you are doing a SERVICE. If you feel like people are having a facial or skincare class for you as a favor, it will come across as a lack of confidence. I know that there will be times when some people will schedule because you need their help in reaching a goal, etc. However most of the time, it will be because of your enthusiasm for the product and how excited you are to share it with them or to get their opinion.

The question should never be, "Would you be interested.....?" If you don't know whether she would be interested or not, she will doubt her interest. Instead, the question should be, "Has anyone treated you to a makeover recently? Do you currently have a consultant who is servicing you?"

"No? Then I want to make you a priority in my schedule to treat you to one. In fact, you can be a model in our Makeover Contest!" (Then tell her about that.) "I can't wait to get your opinion of our new products!" If the objection is that she tried it before and it broke her out, find out how long ago it was and then you might say, "Oh good, I have been looking for someone who had that problem. If I were willing to do a makeover and work with you, would you be willing to be a model in our contest and give me your opinion of the new Mary Kay (or my facial)?"

If the objection is that she wears Brand X, you might say, "Oh good, I have been looking for someone who uses that brand to get their opinion of how the New Mary Kay compares.

Even if you end up still preferring Brand X, I would enjoy the time with you and treating you to a new look.....and I sure would value your opinion. Which is best in your schedule, mornings or evenings.....Tuesdays or Thursdays, etc.?" NEVER run down another product.

BELIEVE that you have one of the best products available and that YOUR service is the best. Be so busy that you are working people in on your schedule. People love to do business with successful people. And.....you ARE such a person! Have fun scheduling!!!

Lisa Perry's dialogue for scheduling color appointments:

"Hi may I speak to Kim? Hi Kim, it's Lisa Perry. How are you? I am so excited, I just learned about a brand new thing called Color Certification. Where I can get color certified in Mary Kay. And I was wondering if you could help me. What you need to do is come be my model and try our new foundation colors. Were so excited these are the greatest colors ever. And they're really, really great.

I just wanted to know if you could come and be my model Monday or Tuesday night at my success meeting. I'm having a training. I am a sales director with Mary Kay and I need models to come with me every week so I can train my girls. Would you like to be one? I'll have a special gift for you if you do come. And by you coming I would also have a model so I can write your name down and I can get color certified after I do at least 12 models. Please! Thank you so much. Have a nice day. "

BOOKING: Existing Customers NSD Kathy Helou

Booking is the lifeline of your business...when you're out of bookings, you're out of business...so become a master booker. Here's a plan I know will help all of you obtain bookings and secure future bookings.

1st...Decide how many new customers you'd like to have this year (Example; 100)

2nd...Break down that 100 into 12 months and your monthly goal is 8

3rd...Break down that monthly goal down to a weekly goal of 2 new customers.

Sounds easy, doesn't it? Well in my 10 years experience, I've determined that there are 2 basic ways to obtain customers:

**1) passing out you business cards

**2) making telephone calls

Decide how many phone calls PER DAY you'll make and how many cards you'll pass out PER DAY (5 days week). Then mail one Beauty book out per day to someone in your same telephone exchange or on the same street. If you try this for 4 weeks the effort you put forth will bring results!!

For those of you that already have existing customers...here's your dialogue to get back in touch with each of your customers.

*Sue, this is Kathy with Mk Cosmetics, do you have a second? I wanted to take a minute to tell you how much I appreciate your confidence IN ME as your personal consultant. I was looking at your profile and realized we met ___ months ago and you have placed ___ dollars in reorders with me since that 1st time and I want to thank you again! I just had a goal session with my director and I'm dedicating myself to the best possible customer service you could ever want and Customer Awareness...just as the stores are showing in the new _____(seasonal) colors, so is MK and I'll have mine to show in ___ weeks! I thought I'd ask your permission to put a * on your profile and call you when they are here to show them to you or have you stop by...(wait for answer) And by the way, speaking of customer service, are you running low on anything?*

(If she is a new customer of only a few weeks say this ..

*And by the way, I know the BASIC was your first MK purchase; but I also remember you wanted to add a concealer and highlighter to your set (or any item she showed of interest in) and I'll be making deliveries in your neighborhood next ___ would you like me to bring these by?
And lastly, I've started a new Customer Referral Reward System. What better way to meet a new Mk customer than through someone like you who love this product! For each referral I'll discount your next reorder purchase ___% or give you a fun gift and since I know your face will go with me the rest*

of your life....that could really add up. Just think of the comments you've received on your skin, or on your new eye or lip colors or your new nail color.

Again. THANKS FOR BEING ONE OF MY WONDERFUL MK CUSTOMERS!

Conversational Openers --Thank you Penny Hunter

Conversational openers can be the keys to sharing! Many of you have asked me to give you a few ideas again concerning how to open conversations. Here are three situations to try this week. Let me hear from you what happens when you go out and practice the language. What is your plan today to go out and help others find out about your business?

Shopping - There is someone standing in line next to you. It is a long line. Your conversational opener could be, "The line seems really long today." If the person just grunts, then don't continue the conversation. If their response is friendly then "bridge" the conversational opener to sharing about your business. You could ask, "Do you shop at this time of day often?" After they respond, say, "I don't think I will pick this time of day again to shop with the lines being so long. I am really fortunate I can pick another time of day because I own my own business. I work from home. Are you familiar with Mary Kay Cosmetics? If you have another career too, then just tweak the bridging statement a bit and say, "Unfortunately my time is limited for shopping because my full-time career does not offer me much flexibility, but I do have a business that does. Are you familiar with Mary Kay Cosmetics?"

At a library, a child's event, or a class you take (exercise, sewing etc.) try opening the conversation with one of the following conversational openers: "Do you come to the library often?" "Do you get to most of the practices?" "How long have you been taking the classes here?" Then, bridge the conversation with those who are responsive to your opener with a statement such as. . . "I love being able to come here. I have my own business and I always feel so fortunate that I can do these kinds of things. I work from home. Are you familiar with Mary Kay Cosmetics?"

Plan a fun outing to the zoo, a museum, an amusement park etc. When standing next to people, just ask, "Are you from this area?" They will answer and all you have to do to "bridge" is say, "I am always curious, are you familiar with Mary Kay Cosmetics in your area?" This way you will find out from their response if they are interested in hearing about your company. Remember just share a few sentences. Don't give them a full marketing presentation. Just say, "Our company offers several services. I would love to be able to share some information with you about those services in the future. Would you feel comfortable giving me your name and phone number so I can call you to share some information about those services?" If they say they are not interested, that is okay. The next time you have the opportunity to share, someone might be interested. Remember sharing is based on having something to offer not on what the response will be.

Make a point of sharing in these situations. Practicing the language will lead to confidence. I always feel that when you do go out and do this, you are 100% successful in sharing. The recruiting results will be there after you begin to share. The good news is the moment you share, you are 100% successful in the sharing process! Recruits will be there from all the sharing. Remember you have to share, care and be proud of what you do in order to help others. We have to be patient to find the people who want our help. A no is just part of the process to getting to a yes! Would you ever stop offering a piece of cake to guests at your home just because someone said no? Would you feel everyone deserves to be offered? The possibility of hearing no's should never keep us from sharing!

Fill Your Datebook!

By Gloria Mayfield-Banks

Step one! Order time wise sample packets or micro dermabrasion samples

Step two! Put 10 of them in your purse! Each day!

Step three! Talk to at least 10 women each day! Say:

"(As you know) I am with Mary Kay Cosmetics and we have a brand new skin care system on the market (PUT THE SAMPLE PACKET IN THEIR HANDS AT THIS POINT). I need to get the opinion of 50 people this week on this product. All you need to do is take this sample home try it tonight or in the morning. I'll call you tomorrow and ask you a couple of questions about the product."

(TAKE A NOTEBOOK WITH ONE NAME, PHONE # AND EMAIL ADDRESS ON IT, per line).

Say "What is your name? And a number where I can reach you tomorrow? What is a good time to call? Great, I know you're probably a busy person, so may I have your email address in case I have trouble getting you at that time? Thank you so much and I can't wait to hear what you think of it."

Step four! MOST IMPORTANT STEP!

F o l l o w U P!!!!

Use this script word for word.

"_____, this is _____ and we met yesterday. Thank you so much for taking part in our marketing survey. I appreciate you taking time out of your busy schedule to try our products and give us an honest opinion of them. I won't keep you but a second. I'd like to ask you some quick questions and I'll fill out the questionnaire for you over the phone."

1. Did you find the products enjoyable? ____ YES ____ NO

2. What brand of skin care do you use daily?

3. Would you rate how your skin felt after you used the Mary Kay TimeWise System as . . .

____ SOFT AND SMOOTH ____ REFRESHING ____ NO DIFFERENCE

4. How much would you expect a quality skin care system to cost?

_____ \$100.00 TO \$125.00 _____ \$125.00 TO \$150.00 _____ \$200.00 OR MORE

5. If you knew that the system you tried starts at \$113.00 and comes in a three to four month supply including the cost of foundation, would this be a system you would like to have on your shelf at home? _____ YES _____ NO
(Micordermabrasion a monthly supply for 66)

6. Great _____, I am currently qualifying for _____ (Star Consultant Status, Car, Management) and I need to do makeovers on TEN people this week. I'd love for you to be one of my ten and since you so generously participated in my survey, you would receive the TimeWise System for \$10.00 off: That would make it only \$103.00. It would take 20-30 minutes of your time and you'll get an updated makeover with the latest colors. What would be better for you during Lunch or after Work? (book the appointment)

7. By the way, _____ because I need to do 10 faces, if you have a couple of friends to join us, you may choose a FREE lipstick. Does that sound like something you could do?

"May I put you on my Mailing List for monthly and quarterly Specials and New Product Brochures?"

***If she won't schedule a makeover, or class, ask her if she would have four people try TimeWise and take outside orders at work. Give her the same Discount for doing it.

Of course, have each person fill out a Marketing Survey..... at the appointment, if they book, when you drop off TimeWise, or if they're going to do Outside Orders. Or, over the phone immediately if they're not going to do any of the above.

The KEY is to know what to say next, if there is a "no to an appointment", then ask for outside orders, if "no", ask to be a model, if "no", ask her to fill out a Marketing Survey RIGHT NOW!

After two attempts at calling her, send her an e-mail. If she still doesn't respond, throw her number away and move on!! Don't start a "collection", you should never have more than 30 names in your stack at a time! 20 from the first two days and 10 from the current day!

Numbers are the KEY..... Work them and you will be Richly
Rewarded



Referral Script

Hi it'sfrom Mary Kay, The reason I'm calling is I recently treated your friendTo a free beauty treatment and she loved it so much she thought you might like one as well! So I'm just calling to book you in for that. So how it works is- I come to you, we sit at your kitchen table, we do a skincare routine and finish with a nice natural look of colour. So is day's or evenings best for you?

(Try not to pause before you get here.)

Great, is Tuesday or Thursday better?

Terrific, is 7.00pm ok for you?

(Now try to turn this into a class booking rather than a facial)

Ok I will be there Tuesday at 7.pm I'll just get you to write that on your **calendar or diary** because I turn up no matter what, so I'll give you my phone number if you need to change the time it's

We can do this 1 of 2 ways, you can do this alone or you can treat **2-5 friends** to a **free beauty treatment** as well. My goal this month is to get 35 opinions of our products. most people see something they like at these pampering's so I will give you \$20 (or Gift) to spend as a thank you for giving me the opportunity to get more feedback from your friends.

So are you having your appointment alone or going for the \$20 (or gift) to spend?

Excellent, your going to love it! Don't forget to tell your friends **its free, fun and educational**

Now..... I'll call you the day before to find out how many mirrors I need to bring.

Warm Chatting Script

Hi it's from Mary Kay, I offered you a **free beauty treatment** yesterday? Well I'm just calling to book you in for that. So how it works is– I come to you, we sit at your kitchen table, we do a skincare routine **and finish with a nice natural look of colour.**

So is day's or evenings best for you?

(Try not to pause before you get here)

Great, is Tuesday or Thursday better?

Terrific, is 7.00pm ok for you?

(Now try to turn this into a class booking rather than a facial)

Ok I will be there Tuesday at 7.pm I'll just get you to write that on your **calendar or diary**

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So are you having your appointment alone or going for the \$20 (or gift) to spend?

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NowI'll call you the day before to find out how many mirrors I need to bring.

Phone Call Dialogue to Book from handing out a Business Card

Following should be said WITHOUT A PAUSE , IN A BRIGHT ENTHUSIASTIC VOICE:

Hello may I speak toplease.

Hellothis isfrom Mary Kay Cosmetics...I met you inon.....I'm just calling to make a time for your free skin care & makeup lesson and wondered whether a day or evening appointment would be better for you?

(Response)

I haveor.....available, which one would be best for you?

(Response)

SET THE TIME AND DATE AND THEN SAY.....

.....(her name) there are two ways you can have your appointment, on your own which is fine by me or you can make it more fun and have 3 - 4 friends to join in.....they don't just watch, they receive a free skin care & makeup lesson too and you receive a gift...which way would you like to have your appointment, on your own or with 3-4 friends and a free gift?

(Response)

IF WITH FRIENDS THEN SAY.....

.....(her name) when you ask your friends would you do me a favour? Would you please let them know that they will join in and try the products along with you, they will receive personal instruction in skin care and a 5 minute natural makeup look and that they are not under any obligation to purchase, I'm interested in yours and their opinion compared to what they are currently using. Can you do that for me please?

Great!(her name) what is it that you need in the cosmetic line? A new mascara, Lipstick or lip gloss?

(Response)

You will receive that for Free by having 3 or 4 adults join in.

(IF YOU ARE PROMOTING THE \$75 for \$25 - TELL HER ABOUT THIS

INCENTIVE)

Do you still have my card with my name & phone number on it?

(Response) (Give again if needed)

I'll look forward to seeing you onatcould you mark your calendar please..... as I will be there rain, hail or shine- I won't let you down. Thanks - see you then. Bye.

You need to 'smile' into the phone, when you are booking - in other words , make sure you have a bright voice - not a dull drone

Listen carefully to the responses given and reply positively....your aim is to make the lady feel comfortable

about trying Mary Kay products....sometimes they presume we are like other companies - let her know the benefits

of having a Mary Kay appointment, without being unethical to other companies. ...WE ARE THE BEST THERE IS !

Booking Script from Beth Thompson at ESRS 5th August 2009

I have just started my business with Mary Kay Cosmetics and I don't know if I am going to be good at it or not but I need to practise as part of my training.

I would really value your opinion because.....(sincere reason because "you're my good friend" or "you always look so good" or "you're my mother".)

Is there any reason why we couldn't get together and I can practise my beauty appointment with you? We can do this in one of two ways: it can just be me and you or I can give you some special freebies if you've got a couple of girlfriends that can join you because I need to practise on people I don't know.

If possible I would love for us to get together in the next couple of weeks so I can get started.

Tentative booking approach:

How about we go ahead and pencil in a date and work from there?

Approaching a Business

Hi--this is Valerie with Mary Kay

I'm calling to see if you currently have a Consultant servicing your office ? (No ?)

Oh--that's great!

I partner with businesses in the area and I drop off samples and goodie bags for working women.

How many working women do you have in your office / business ?

When is the best time tomorrow for me to drop by and give them out ?

(Put gift certificate / vouchers for \$10.00. to be redeemed at a spa appt. or spring makeover.....

When you are there at the office--Have a drawing for everyone to enter to give away a Spa Set or Satin Hands , from all the offices you will visit. Then when calling them back--say--

Hi___you didn't win the drawing, but you did get a gift certificate for Mary Kay--and a free Spa pamper or makeover--which would you prefer to have, to redeem your gift certificate---at the Spa pamper or makeover ? Book her. *Submitted by Dir. Jean Zocrafos.*

BRIDAL SCRIPT

When you call to book her appointment...

Hi can I please speak to Jane. Hi Jane, this is Leanne from Mary Kay Cosmetic , the reason I am calling is that we meet your mum at the bridal fair in Newcastle and she put your name down for a complimentary Beauty Appointment . I was just ringing to schedule a time with you to come & pamper you & discuss your wedding, have you tried Mk before? No, well let me tell you what we will do, I come and profile your skin take you through a S/Care program to suit you skin, so that your skins in good condition for your big day, then we find the right foundation,which is important for photos and then discuss colours and try some lippy ect . PLUS we also do a hand treatment as well, so your hands are looking fabulous to show of your new ring . Now is Evening or Weekend best for you and I can let you know what a have available?

BUSINESS CARD booking....

When approaching someone (it could be the lady behind the counter or the lady serving your petrol or whoever) your script could be:

"Would you be offended if I offered you a FREE skin analysis & beauty appointment, I'm a Consultant with Mary Kay and I'd love to get your opinion on our products????"

Use the following script when calling this lady within 24 hours of handing her your business card.

"Hi Jane its Marylin from Mary Kay, I won't keep you long

I'm calling to make a time for you FREE and skin analysis & pampering I offered you in the shopping centre yesterday, how it works is – I come to you, we sit at your kitchen table, I do a skin analysis & then we walk through a full skin care pampering. Is days or evenings best for you Jane?

Great, is Tuesday or Thursday better?

Terrific, 7.30 would suit me does that suit you?

(now try to turn this into a class booking rather than a single appointment)

O.K. Jane I will be there on Tuesday at 7.30. We can do this 1 of 2 ways, you can have your pampering alone or have a few friends over for coffee and they get one too, as a thank-you for us having more ladies giving us their opinion of our products I'm able to give you some FREE product, just 2-5 friends is all though. Jane which would you prefer, alone or some FREE product & fun with a few close friends??

Excellent, your gonna love it, I'll call you before I leave home to find out how many mirrors I'll need.

Don't forget to tell your friends its FUN, FREE & EDUCATIONAL but if there's anything they like then they can order it, See you then Jane."

(don't pause and give her the opportunity to change her mind, say it in one go and if she sounds unsure just keep moving on with, e.g)

I have an appointment available on (e.g) Wed 26th at 10am or thurs 27th at 2pm which time would you prefer?(give her two options that suit you)

Get the time, date, name, address ect from her first and get it in your diary then say to her....

Ok Jane you might like to write this on your calendar.
I have you booked in for 10am on Wed 26th of July.
Great, I will send you a letter of confirmation in the mean time,
now I will give you my name and number
my name is....
my number is....

Now Jane I don't know if you have your bridesmaids here (wait for response) you can share the apt with your bridesmaids or 3 close friends so that they can give you their opinion on the product...

I will give you a call the night before our appointment, to see how many of your friends will be joining us, that way I can make sure to have enough for everyone.

(if she sound's hesitant to have friends around I would say)
e.g I will give you a call the night before our appointment. I am happy to see you, or if you wish to have your friends join you then that's ok to.

Great we will have a fantastic time
Talk to you soon ..bye.

Call Back

Hello It's Rayna From MK Cosmetics

Chit chat where we met you & any personal details – kids etc

As promised, I'd be delighted to give you a complimentary beauty appointment

– Can I tell you what you get you say yes ?

1. A skin profile analysis - When was the last time you had a skin analysis done ?
2. Provide you with our fabulous Hand Smoothy with our Satin Hands product that you will truly feel the difference of.
3. Provide a quick & easy facial – covering all elements required for healthy skin management with our globally patented Timewise anti-aging skin care range
4. A Microdermabrasion treatment to refine & rejuvenate your skin – Have you heard of Microdermabrasion ? Mary Kay has designed an affordable in home use product to enable you to give your skin that “lift” & revitalisation when required
5. Then I will provide you with the opportunity to try some of our colour range with a basic day look make over – incorporating the currently popular Mineral Powder Foundation and Mineral Eye Shadows ? Have you heard of Mineral Powder Foundations ?– there is a lot of media exposure on the product at present – it’s very good for you skin.

The Process Takes approx 1 hour.

Is there any reason why you wouldn’t love to have a little you time & enjoy a pampering ?

What is your schedule like ? Do you work Full – time, Part Time ?
I can schedule an appointment on Wed / Fridays or a week day evening ?

Book -

Now Listen _____

You can do it one of two ways –

1. You can have the pampering on your own or,
2. You can gather a few girlfriends, enjoy some girl time & earn some extra rewards by sharing your appointment with your friends, potentially earn any products of interest as a reduced cost or possibly even free – What do you say ?

BOOKING SCRIPTS

Following a Skin Care Purchase

"As I mentioned during the class MK always offers 2 complimentary appointments. The second one ideally after you have been using your gorgeous products for 2 weeks. It is company policy that I check you are getting the results you deserve with your products and to basically fine-tune it. At the 2 week stage we usually have a problem or a result to work with. So let me have a look at what I have available that will fit in with your schedule. Since we are going to get together anyway, is there any reason why you couldn't share your follow-up appointment with some friends and we'll make it a class like today. Also because it is your second appointment I would love to do a really special colour look just for you. It is a great girly fun time wouldn't you agree. But either way, I'm still coming for you. Which would you prefer?"

For Glamour

"I really enjoyed working with you tonight. At every appointment I always like to choose 2 ladies who I would really love to work with again, and your one of those ladies! Is there any reason why we couldn't get together again so that we could do a special New Year colour look just for you? And then you can have a few of your bestest friends join you and see how gorgeous you are and take advantage of our wonderful hostess promotion"

Tentative Booking Approach

"I really enjoyed working with you. At every appointment I conduct I always choose 2 ladies who I would really love to work with again, and you are one of those ladies. Is there any reason why we couldn't get together and do a second appointment and try a special colour look just for you? I realise you're a busy lady, so why don't we put down a tentative date on the understanding if something should come up you can change the date. How does that sound?"

If you do find that you have to change the date, all I ask is if you can let me know as soon as possible, so we can organise another date.

THANK YOU FOR BOOKING SCRIPT

It was so nice meeting you at _____ and I cant wait to show you our lovely range of skin care and glamour products and see what you think. I will be so pleased to be the one to introduce you to the "Best Selling Brand of Skin Care and Colour Cosmetics" in the U.S.A. for the last 12 years running!

I want to stress that this appointment is free, with no obligation on your part. However, if you do see something that you cant resist, then everything I show you is available for purchase. Isn't it great to know that you can actually try them on before you buy them.

If you wish, you can extend invitations for up to 3 of your friends. In fact, if you do have three friends join you for your makeover, it becomes a class and you become a hostess. Don't worry, you won't have to entertain. I'll be the entertainment and we'll have a great time! As a hostess, (you are providing your home), and you will be eligible for some free product. I have included some information about that, so make sure you look through it.

I'll be calling in a day or two to ask you a couple of questions about your skin, so that I can make sure to bring the right products for you personally and answer any questions you might have. Start thinking about who you might like to share your appointment with. I find when a group of friends get together over makeup, we have a lot of fun! However, if you choose to have me all to yourself, that will be fine with me also. I look forward to seeing you on _____.

I really enjoy my career with Mary Kay Cosmetics and I look forward to being of service to you.

Warmest Regards

Maree Smith

BOOKING BASKET

(Xmas, Valentine's Day, Easter, Mothers Day, Fathers Day etc)

What is it? It's a great way to get bookings by the basket-full. Put about \$65 worth of Mary Kay products and some little extra's in a basket and leave on the counter of a store. Tell them we are running a promotion at present and you thought they might like to take advantage of it. All entries are free. Run the basket for 4 weeks at least. Let a florist wrap it, the more attractive the basket the better. Leave a pen with it and a booklet of "skin care survey questionnaires" (or similar) with the basket, check it weekly. **YOU'LL BE AMAZED AT THE RESULTS, GO FOR IT!**

NOTE: IF YOU HAVE A GOOD CAMERA THEN YOU MAY WANT TO INCLUDE A GLAMOUR PHOTO OFFER.

CUT OUT THIS SIGN TO PUT ON YOUR BOOKING BASKET

.....

FREE ENTRY

(valued at \$)

date drawn: 2008

Winner advertised in store

All entries entitled to a FREE skin analysis & beauty Consultation

.....

Enter here

.....

SCRIPT to use when approaching a business for counter space:-

"Hi, my name's _____, our Company is running a promotion and we thought you might like to take advantage of it, how it works is we donate this 'pamper basket' of products valued at \$80 , as a thank-you to your clients only, they get a free entry & a free beauty treatment. We simply want people to try our great products with absolutely no obligation, all we want is their opinion on our products, would you like to take advantage of our _____(month) promotion?"

PHONE SCRIPT :-

Hi (Name) my name's, I'm a beauty consultant with Mary Kay cosmetics, the reason I'm calling is Although someone else actually won the basket you entered into at ?????????? store, all entries are entitled to a free skin analysis and beauty Consultation and I am calling to make a time for your free session,

How it works is.. I come to you, we sit at your kitchen table & begin with a skin analysis then you get a free trial of a beautiful skin pampering and a personalized beauty consultation all in the comfort of your own home,

So which is best for you(name) daytime or evening?

GREAT!

Is Tuesday or Thursday better? (give 2 choices at a time)

GREAT!

7.30pm (or whatever) suits me, does that suit you (name)?

EXCELLENT!

We can do this one of 2 ways(name) You see, I am supposed to get 30 opinions of our pamper range in your area this month so if you know of at least 2 or 5 ladies who think might also enjoy a pamper in exchange for their opinion then I am allowed to give you a \$25 voucher (or \$50 gift- bracelet in jewel box or sunnies etc) so which would you prefer, alone or the voucher (\$50 gift) offer _____(name)?

(if class booking) Don't forget to tell your friends its FUN, FREE & EDUCATIONAL!

Great (name) you'll love it, I'll call the day before to find out how many mirrors I need, See you then!

ENTRY FORM

**You deserve a real treat!
You WIN A FREE
Beauty Appointment as a
Thank you for supporting
Our business.**

Name: _____

Address: _____

Phone: _____

Best time to call: Day/Night

ENTRY FORM

**You deserve a real treat!
You WIN A FREE
Beauty Appointment as a
Thank you for supporting
Our business.**

Name: _____

Address: _____

Phone: _____

Best time to call: Day/Night

ENTRY FORM

**You deserve a real treat!
You WIN A FREE
Beauty Appointment as a
Thank you for supporting
Our business.**

Name: _____

Address: _____

Phone: _____

Best time to call: Day/Night

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Name: _____

Address: _____

Phone: _____

Best time to call: Day/Night

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**You deserve a real treat!
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Thank you for supporting
Our business.**

Name: _____

Address: _____

Phone: _____

Best time to call: Day/Night

ENTRY FORM

**You deserve a real treat!
You WIN A FREE
Beauty Appointment as a
Thank you for supporting
Our business.**

Name: _____

Address: _____

Phone: _____

Best time to call: Day/Night

Contact PHONE SCRIPT

Warning:- DO NOT CHANGE A SINGLE WORD OR IT IS LIKELY TO NOT WORK. Contacts are like GOLD so don't risk losing them experimenting. Someone before you tried that and now the script below is P.E.R.F.E.C.T..

- Hello (Name)Maz here from Mary Kay. I'm calling to book your free skin analysis and skin pampering you qualified for by registering in our basket at Cuppucino's , you're still in the running however to win the basket also drawn on (date)
- How it works is I come to your home, we sit around your kitchen table and begin with a personalised skin analysis and then I treat you to a skin care pampering to suit your skins individual needs.....SO (Name)..... are days or evenings best for you.?
- Great. During the week or at the weekendWhat suits you better (name)_____?
- Great Wednesday or Friday (Name).....? (ONLY 2 choices)
- Great. That's Friday the(date), 2pm suits me, does that suit you (name)_____?
- We can do this one of 2 ways (Name)because I am required to get 30 opinions in the next 30 days, if you have a min of 2 ladies with you onyou will receive a special "thankyou gift" worth \$50 for helping me with my challenge, so (name)_____ which would you prefer, alone or the \$50 gift?
- Thanks so much (name)_____ I will be really looking forward to it. I'll call you the day before to see how many mirrors I will need. Bye for now
.....

Now you have CLASSES on your books. Never fall below 10 minimum in your datebook at any given time.

TOP BUSINESS TIP

Become a MASTER BOOKER FROM YOUR CLASSES

Women·Helping·Women

Professional Women's Network

- All women want to be considered professional
- Women like to support other women
- You want to give facials to professional women—they wear more makeup and have more money to purchase
- You will build your clientele with professional women who would make quality team members
- You can also have a wife or secretary of a man's profession (mechanic) to represent his business
- You could call up a business and offer this service for their advertising in your portfolio
- We'll offer networking opportunities for these women, such as coffees or teas, so they can meet one another.

Script:

Hi Suzie, this is Donna Bayes with Mary Kay. Do you have a minute? As you might be aware, Mary Kay's mission is to enrich women's lives. And as part of that mission to help other women, we are compiling a network of professional women—and I would like to include you!

You know, women are always wanting to know the best mechanic and a plumber they can trust. They want to know, "who does your hair, who does your nails? Who's a good realtor?" And so, we are forming a professional women's network of women in all walks of life. Suzie, I would love to have you included in the (Medical/Dental) professional category.

We'll feature your picture in our portfolio after a makeover using one of our new career looks. We'll include your business card, plus your business bio where you can promote your business and your career. When others are looking through the portfolio, they will learn about you and the services you have to offer. Or it will just be a great form of recognition from one professional to another. We've found that women do want to support other women, and this is a great way.

Is there any reason why you wouldn't want to be featured in our network as a professional woman? I think you'd be perfect!

Great! We need to schedule a makeover so we can take your picture and fill out the bio. Which is better for you—the first part of the week or the latter? Tuesday or Wednesday? Right after work or later in the evening? 7:00 or 7:30?

Great! I have you down for Wednesday at 7:30. By the way, you probably know other women who would also like to promote their businesses in our Professional Women's Network. I would love to feature them, too. Please feel free to ask other quality women like yourself to also join us. We have categories that include medical/dental, executive/management, education, self-employed, services, insurance, administrative, real estate, manufacturing, homemaker, retail, finance, legal, sales/marketing, retired, and government/political.

In fact, if you can bring along 2 or 3 others, I will reward you with lots of free products! And you'll all be featured in our portfolio.

BOOKINGS

THOSE FIRST APPOINTMENTS

The following ideas will help you – they work! **REMEMBER IF YOU DON'T ASK YOU WON'T GET**

1. Make up your Contact List of everyone you know.
2. Decide how many appointments you want to do in a week and when you want to do them. They are the times you offer
3. Learn the following script – Be enthusiastic! They will catch on.
4. You will get Yes's, and you will get No's – It doesn't matter. Your job is to just **A S K**. Although when you get objections, they are not saying no, they are just saying "tell me more" – Read how to overcome objections below.
5. Aim towards getting 10 dated appointments in your Diary – which earns you a Mary Kay Diary.

MOST SUCCESSFUL APPROACH TO USE

1. PEOPLE WHOSE OPINION YOU VALUE

Hithis ishow are you? I have some news – I'm working as a Consultant with Mary Kay Cosmetics now, where we teach skin care and make-up application and my Director has asked me to give a skin analysis & beauty pamper to a few women to get their opinion of our products in comparison to what they are using now. I automatically thought of you, because I really value your opinion. Is there any reason why I couldn't pamper you and get your thoughts on our products.....*wait for her answer.....*

What would be best for youor (*set date and time - then say.....*)

By the way.....*name*...Because I need as many opinions as possible, if you could share your pampering with one or two of your friends that would really help our research and for doing that I am allowed to give you some FREE products from the Company. What would you prefer, the pamper on your own or the free products for sharing it with a few friends? Whatever her answer is say "That's great, thank you.....*name*"

Note: When setting the dates, only give two options and book them in close, not weeks away – explain their appointment will help you research. (People lose enthusiasm if they are booked too far into the future)

2. PEOPLE WHO KNOW YOU ARE A CONSULTANT AND HAVE ALREADY SHOWN INTEREST

Hi...this isHow are you?Well, I've started my training as a Consultant with Mary Kay Cosmetics and I'm calling to organize a free consultation with youwe teach skin care and make-up application...what will be best for youor..... (*set date and time - then say.....*)

.....*name*.....I need to practice on 20 people in my first 2 weeks to help with my training.....so if you would like to invite 3 or 4 friends along I'd appreciate it and **you would receive FREE products from the Company**there's no obligation. I'd like to get honest opinions compared to what they are using at the moment. Who do you think might enjoy a free skin analysis and natural make-over?.....

Note: Always remember the golden rule to bookings, your initial Hostess may or may not purchase BUT her guest just might..... Concentrate on your first 10 classes as practice classes.....the Sales will come if you relax about it and attend training.

OVERCOMING OBJECTIONS

TOO BUSY: "I understand, the appointment only takes about an hour, why not take some time out so I can pamper you.

YES OKAY,I'LL ASK MY FRIENDS AND GET BACK TO YOU: "great, tell you what we'll do, how about we set a tentative date, that way you'll have a date to tell your friends, then if it doesn't suit the majority of them, simply ring me and we'll change the date....Which do you think will work best ___ or ___?"

I DON'T HAVE ANY MONEY:That's okay, all I need is to practice and I'd appreciate your opinion and remember by sharing your facial with a friend or two, you actually receive FREE products. What's better for you ___ or ___?"

I USE BRAND 'x' That's great. I'd love your honest opinion of Mary Kay, is there any reason why you couldn't give me your comparison of ___ product to Mary Kay? Which would be best for you ___ or ___?"

I DON'T WEAR MAKEUP: That's fine, because we are primarily a Skin Care company, I'll be teaching you how, when and why skin care is important, you're not obligated to buy. What would be best ___ or ___?"

IF SHE STILL RESISTS:"Tell you what ___, is there any reason why you couldn't try some samples that I can send so I

can get your opinion that way? Great thank you! I'll pop in some business cards, if you know of anyone who would like to try out products, would you pass them a card? Thank you!"

ALWAYS FINISH YOUR CALLS ON A "YES" If you get 3 No's in a row, call your Director for HELP!

3. COLD CONTACT "CHATTER" Magic Words

tip – When out and about don't fully book her then, you just want her details for later because you will want to book her properly with the appropriate script by phone, your more likely to get the booking and less likely to confuse her. We often lose them with too much info. Keep it Simple.

"BUSINESS CARD" Magic Words

When approaching someone (it could be the lady behind the counter or the lady serving your petrol or whoever) your script could be:

"Would you be offended if I offered you a FREE skin analysis & beauty appointment. I'm a Consultant with Mary Kay and I'd love to get your opinion on our products????" *"If you just pop your name and number and the best time to call on here I'll call you at home to make a time for your pampering"* (hand her a slip, then leave her with your business card)

"WARM FUZZIE" Magic Words

Once again you could approach anyone on a street or perhaps you've arranged with a Local Business to conduct a stand etc. This is great done in pairs, one of you carries the basket of fuzzies, the other one handles the money and beauty vouchers.

"Would you like to support BREAST CANCER RESEARCH, its just a gold coin donation and you'll get one of these cute little pink fuzzies, they represent a warm hug?"

(If she says no, say thanks anyway, if she says ok then continue with.....,)

"Great, our way of saying thanks is to enter you into a free draw to win \$50 voucher of cosmetics, just pop your name and number on a ticket" (while she's doing that you could also say) *"all entries are also entitled to a free skin analysis and beauty pampering, would you like that?"* (if she says no put a cross in a corner of the ticket so you don't call her, if she says yes you could give it a tick) *Thanks again for your support"*

"BOOKING BASKET" Magic Words

SCRIPT to use when approaching a business for counter space:-

"Hi, my name's _____, our Company is running a promotion and we thought you might like to take advantage of it, how it works is we donate this 'pamper basket' of products valued at \$???, as a thank-you to your clients only, they get a free entry & a free beauty PAMPERING. We simply want people to try our great products with absolutely no obligation, all we want is their opinion on our products, would you like to take advantage of our _____ (month) promotion?"

CUT OUT THIS SIGN TO PUT ON YOUR BOOKING BASKET

.....

FREE ENTRY

Stick this on front of basket

(valued at \$ _____) date drawn: _____

Stick this at bottom front of basket

(basket not included)

donated by Beauty Consultant:- _____

Phone:- _____

PHONE SCRIPTS for Cold Contacts

You'll notice that its only the first few lines that differ in wording based on how the contact was attained. From the words:-"How it works is..." Is ALWAYS ALWAYS ALWAYS the same. These really work IF you stick to them and do not try to change them too much.

BOOKING BASKET- PHONE SCRIPT .

Hi _____(Name) Tina here with Mary Kay, Although we haven't drawn a winner of our *Stetsons Steak House* pamper basket your name's already been selected to receive a free skin analysis and luxury skin pampering and I'm just calling to make a time for that...

(MAIN BODY OF SCRIPT) How it works is I come to you, we sit at your kitchen table and begin with a personalized skin analysis and treat you to a skin care pampering according to your skins needs, so _____(Name) is Days or Evenings best for you?

Great! Is Tues or Thurs (2 choices only) better for you?

Great! (Make time) and does that suit you _____(Name)?

Ok then, I'm booked to visit you on (day and time) so _____(Name) I'll just wait while you pop that on your calendar or in your diary because I definitely show up....(wait for her to do it)

Now _____(Name) we can do this one of 2 ways, you can have your pamper alone OR if you just have at least 2 friends with you when I get there, they can have this offer too, you see _____(Name) we need to get at least 35 opinions this month and because you would be helping us out our Company allows us to give you free products for that, so do you prefer to have your treatment alone or opt for the FREE products?

Great! You can tell your friends its FUN, FREE AND EDUCATIONAL but if there's anything they like they can even order it and let them know I'll want their opinion and appreciate the feedback. I'll pop a reminder card in the mail for you and call you the day before to see how many mirrors and chocolates I'll need to pack in my car.

Bye for Now _____(Name)!

WARM FUZZIE- PHONE SCRIPT .

Hi _____(Name) Tina here with Mary Kay, We will be drawing the winner of the basket on 2nd August, I just wanted to call and thank you so much for supporting Breast Cancer Research and to book you for your thank you pampering we promised you...

(MAIN BODY OF SCRIPT) How it works is I come to you, we sit at your kitchen table and begin with a personalized skin analysis and treat you to a skin care pampering according to your skins needs, so _____(Name) is Days or Evenings best for you?

Great! Is Tues or Thurs (2 choices only) better for you?

Great! (Make time) and does that suit you _____(Name)?

Ok then, I'm booked to visit you on (day and time) so _____(Name) I'll just wait while you pop that on your calendar or in your diary because I definitely show up....(wait for her to do it)

Now _____(Name) we can do this one of 2 ways, you can have your pamper alone OR if you just have at least 2 friends with you when I get there, they can have this offer too, you see _____(Name) we need to get at least 35 opinions this month and because you would be helping us out our Company allows us to give you free products for that, so do you prefer to have your treatment alone or opt for the FREE products?

Great! You can tell your friends its FUN, FREE AND EDUCATIONAL but if there's anything they like they can even order it and let them know I'll want their opinion and appreciate the feedback. I'll pop a reminder card in the mail for you and call you the day before to see how many mirrors and chocolates I'll need to pack in my car.

Bye for Now _____(Name)!

BUSINESS CARD- PHONE SCRIPT

"Hi *Jane* its Marylin from Mary Kay, I won't keep you long, I'm calling to make a time for you FREE skin analysis & beauty pampering I offered you in the shopping centre yesterday,
(how it works is.....blah blah blah as above main body of script)

Now that you understand scripting you can get names anywhere and you'll only have to change the first line of these scripts, have fun and remember, if they have skin, they qualify. The 3 foot rule applies, anyone within 3 ft of you gets your business card.