

### **30 FACES IN 30 DAYS:**

Hi \_\_\_\_\_, this is Cheryl Moore, I'm really excited about something, do you have a quick minute? Great! I've just started my own business teaching skin care and make-up artistry with Mary Kay Cosmetics. As part of my training I'm going to be pampering 30 ladies to a facial in 30 days. I could really use your help. What I would love to do is pamper you and a couple of your friends and family to a facial and makeover, and as my thanks, you'll receive a special gift. Isn't it fun to receive gifts! Grab your calendar; let's set a date. Which would be better for you, beginning of the week, or end of the week?

### **Before and After Portfolio**

Hi \_\_\_\_\_, this is Cheryl Moore, I'm very excited about something do you have a minute? Great! I am building a professional portfolio of Before & After makeovers, and I would love to feature you in my portfolio. You have such (beautiful eyes, warm smile, beautiful hair & then compliment her). I would love to pamper you with a facial and a makeover and feature you in my book. Does it sound like fun? Grab your calendar and let's set a date. Which would be better for you \_\_\_\_\_ or \_\_\_\_\_? I have a great idea, do you have a couple of friends that might enjoy getting a make-over and then they can give you their honest opinion of your new look that will be featured in my book? You would earn free product for having some friends join you & then they can give us feedback about your new look.

### **Tentative Date Booking Approach**

When someone at a class shares that they are not sure they could book because they don't know their calendar, or if their friends could come, you say this: Well, why don't we do it this way. I'm sure you would like the hostess to get credit for your appointment, right? Let's set a tentative date, with the understanding, that if we need to change it we can, OK?

As soon as you set a tentative date, it ceases to be tentative because you are going to coach it as a firm date.

### **Correct Booking Approach**

You know, \_\_\_\_\_, at every skin care class I choose two women I want to work with most. Today you are my first choice. Do you know why? Because you were the most excited person here - and Mary Kay always tells us to pick the sparkler because she ignites the room! I love to work with excited people. When we get together either for your check-up facial after you get started on your basic skin care, or for you to be in my makeover portfolio, why not share your appointment with a couple of friends? I really want to work with you, \_\_\_\_\_. It is obvious you had a great time tonight. When is the best time for us to get together again, next Tuesday or Thursday?

### **Warm Chatter/Thank You Gift**

You've been (such a good friend, so helpful at work, terrific helping me pick out this dress, such a support) as my thank you I have a gift for you! I am an Independent Beauty Consultant with Mary Kay Cosmetics and I would love you give you a complimentary facial and a \$5.00 gift certificate to spend at your facial. Jot your name and number down so we can arrange a time for you to spend your gift certificate. (Have your business cards and a pen ready)

When you call back say:

Hi \_\_\_\_\_, this is Cheryl Moore, with Mary Kay Cosmetics. We met the other day at \_\_\_\_\_. Thanks again for your great service. I'm calling to arrange your pampering session so you can spend your gift certificate. Grab your calendar let's set a date.

## **Inviting a Guest**

Hi \_\_\_\_\_, this is Cheryl Moore, do you have a minute? Great! I am very excited about an event that is coming up this Monday. My director has asked me to bring a model for our Skin Care Class. I am looking for someone with (beautiful eyes, red hair, warm smile) and I immediately thought of you! You would have the opportunity to have a facial and makeover, and then give your opinion of what you liked. I would be so honored if you would model for me; you would have a ball. As my thanks you would receive a special gift. Plus you get a \$13 gift card to spend that night. Tell me, is there any reason why you couldn't be a model for me this Monday; I think you'd be terrific!

## **Booking a 15 minute appointment**

I would love to stop by for just 15 minutes to show you \_\_\_\_\_ (whatever item you have called her about, skin care, or lipstick, or fragrance, or whatever is new). You'll be able to try the product on the back of your hand. Would it be better for me to stop over \_\_\_\_\_ or \_\_\_\_\_ (offer 2 choices: after work, on your lunch hour, before work, in the evening, Saturday morning)

## **Booking an Interview**

I have decided to move up into leadership in my Mary Kay business, and I'm very excited about it. One step in moving up is to select 5 women who love the product (or compliment 'who are outgoing' or 'who are sharp') and share the information about the career opportunity with them. I immediately thought of you! You may or may not be interested in Mary Kay, and that's OK. I would love to sit and share the facts of our Company with you and gain your opinion. Is there any reason why you couldn't help me out? Which would you prefer to do, be a model Monday evening and receive a makeover, then hear about the company or - meet for coffee and sit one on one for about 30 minutes?

### **Conference Call Script:**

Hi \_\_\_\_\_, this is Cheryl Moore with Mary Kay. Do you have a quick minute? GREAT! The reason for my call is that I have been challenged by my director to share company facts with three of the sharpest women I know and of course I thought of you immediately! It doesn't matter what your interest level is, I just need to get women who I think would be great at this to listen to the facts ... it's that simple! Is there any reason why you couldn't join our career conference call on Tuesday ... Give details.

Just for listening, I will give you a free eye shadow! Can't beat that, can you? So can I count on you? Wonderful! I will call you after supper that night to remind you. Which number should I reach you at for the reminder ... home or cell? Great! I'll call you and look forward to having you listen to my director share the information! Thanks SO much for helping me out with my challenge!!

### **After 5 or 6 Messages with No Call Back:**

Hi, \_\_\_\_\_, this is \_\_\_\_\_. 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 okay? 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 what you *are okay*. Please call me! Bye.

### **Fish Bowl**

Hello, may I speak with \_\_\_\_\_ please? Hi \_\_\_\_\_, this is Cheryl Moore with Mary Kay, you recently entered a drawing at \_\_\_\_\_ and I am SO excited to share that YOU were one of the LUCKY WINNERS!!!! Congratulations!!!! Yes, you have won a complimentary facial, glamour makeover and beautiful gift.

### **Tried MK Before**

Hi \_\_\_? this is Cheryl with Mary Kay (we obviously met at fashion bug), I'm glad I got you in person!- I only have a quick minute but I wanted to 'take time' to call and see if you would be willing to give me your honest opinion of the 'new' Mary Kay products, is there any reason why you 'wouldn't' give me your feedback on our new products?, our micro-dermabrasion set, wait for her to answer,

I've got my calendar in front of me and before I share with you what available time slots I have open, tell me would day time or after the work day be best for you?

### **You Plus Two**

Hi \_\_\_\_\_, this is Cheryl Moore with Mary Kay, I'm so glad I caught you in person. Do you have a quick minute and I'll tell you why I'm calling. I'm so excited I have this awesome promo for this month only, You Plus Two! That's the name you plus two. Could you get excited about getting \$50 in free MK products? All you need to do is to get together with me and two girlfriends who don't have a consultant and you earn \$50 in free MK product. There are no sales requirements, all I ask is that we hold the appointment on the original date. Does a weekday or weekend work better? Day or evening? Etc.

## **Day Care**

Hi, My name is Cheryl Moore. Do you have a minute? I'm with Mary Kay Cosmetics and the month of August (Or Sept. or whatever month it is), We are honoring mothers. I am calling as a representative of Mary Kay and would love to be the consultant who honors the mother's who bring their children to your Day Care Center.

I do not sell anything. What I do is give a fresh flower to each mom as they arrive at the end of the day to pick up their children. I also conduct 2 drawings that day. The first is for the moms... and the 2nd is for the employees.

The gift is s pampering package containing a Private Spa Set. Is there any reason this isn't something you would like to offer your moms and employees?

GREAT!

What is your busiest Day? What is the best time?