

Referral Script!!

SCENARIO A: Text Message Introduction:

Hey Julia, this is Becky, I hate to bother you since you have no idea who I am but I'm actually a friend of Ashley! I'm her Mary Kay consultant and recently we got together and had a really great pampering session that was a lot of fun. During her session, she was able to give away a gift certificate and a free pampering session to a friend of hers that she thought would love it and she thought of you!!

(Wait for a response)

Something like... "Oh great, how sweet of [my friend]":

It's so much fun and it takes about an hour, you'll also get to redeem your gift certificate at the time of your facial and Makeover. I can also get you entered in our "Selfie" contest where you can win \$100 cash. What typically works better for you, week nights or weekends?

Then give her 2 options that fit into your schedule.

Once she's booked, here is how to book it into a group.

A fun thing about your appointment is that you can bring girlfriends with you to your pampering session. You actually get a \$10 giftcard in addition to the one from Ashley for each friend over 18 up to 5 friends, so you could potentially get up to \$50 in free product just for having 5 or more friends with you. Is there any reason why you wouldn't want to share your session with some of your girlfriends? [typically she'll say "yes I can think of some people"!]]

I'm going to send you a confirmation email today. What I need to do is to confirm this within 24 hours. At that time I'll run through some questions about how you'll look so we can pick out some colors for your makeover. And I'll also get your list of girlfriends you want to bring with you to your appointment to get invitations ready. What's a good time to catch you tomorrow...afternoon or evening? [set up a time to call her; this helps to know if the appt will hold]

Confirming:

After you send the follow up email (same day), she can either send you the names of her friends by email or you can get them when you call her back with the confirmation call (24 hours), so you can prepare for them as well! If it appears she can't think of enough people, you may want to offer a free item in exchange for names "Tell you what, if you have your guest list when I call tomorrow I'll have an extra special gift for you"

2nd attempt

Hey Julia, this is Becky with Mary Kay! I wanted to follow up with you regarding your gift certificate that your friend Ashley gave you. It also comes with a facial and makeover pampering session. You will ALSO get entered in our "selfie" contest to win \$100 cash! What typically works better for you, week nights or weekends?

THEN CONTINUE WITH PREVIOUS SCRIPT FOR TURNING IT INTO A PARTY!