

Warm Chatter Model Script

“Excuse me; I have a question for you. I am a beauty consultant with Mary Kay and I am putting together a model portfolio and I would love to feature you. I love your (eyes, hair, etc.) or You are (gorgeous, etc.). Is that something you’d be willing to do?”

YES: skip to next section

IF SHE HESITATES: We’ll do a little skin care and a before picture and then the rest of the skin care and foundation and an after picture. And you’ll get a pampering session for you and some girlfriends and a gift certificate as a thank you. How does that sound?”

“Great! If you’ll jot your name and number here (hand her an info card and a pen) then I will give you a call later to set up your appointment. My name is _____ by the way, and you are (read her card), it’s nice to meet you! Now is it better to call or text you to set up your time? Great! I will (call/text) you this evening. Have a great day!”

CALL OR TEXT HER THAT DAY!! The chances of her booking go way down with each day you wait to call. About 1:3 of these leads will book.

This is a great way to make sure you always have leads and are working with the caliber of woman you would like to have on your team.

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