

POWER START!!!



Power Start = 30 Faces in 30 Days

Booking Script

"Hi _____ this is _____. Do you have a second? Guess what...I've started my own business! I'm a consultant with Mary Kay Cosmetics! (let her talk)

I'm calling because I need your help! As part of my training I need to facial 30 women in the next 30 days... will you be a face for me? (Let her talk) Great! I'm doing facials on _____ and the _____. Which one works best for you?

You know, since I need to do 30 faces and I can do up to 6 faces at one time, who else can you think of who might be willing to let me practice on them at the same time? (WAIT FOR AN ANSWER! Keep saying "anyone else?" until she can't think of any more. Then say...) Great! This is going to be such a fun "girl party"! And for helping me out, I'll give you 10% off of your order for every person you have at your facial with you!

Okay, now I need to ask you a couple of quick questions about your skin so I can have the right products ready for you (ask questions 1-6 on profile). I'll need to get the same information from everyone else who comes to the class too. Can I get your guest list later today or would tomorrow be better? What time should I call you? What number should I call? Great! I'll need names, addresses and phone numbers for everyone you invite, okay? I'll send the invites out, as if they were from you---that way you don't have to do any work! (See the Guest List Script on the next page for more details)

One last thing, _____(her name), these are my training classes and I really appreciate you helping me out! Remember that I have to hold them in the next 30 days to get credit, so I want you to know I'll keep this appointment no matter what...and I appreciate you being so dependable and for helping me out!!! Thanks again for being so supportive! I know it will be a lot of fun!

*The 30 days start on the day of your first facial or class.

Remember to call your director when you have your first 8 classes booked!