

# NEW CONSULTANT BOOKING DIALOGUE

Hi \_\_\_\_\_. This is \_\_\_\_\_! Do you have a quick minute? Great! I'm so excited! I've just joined Mary Kay Cosmetics out of Dallas, Texas and as part of my training, I need to get your opinion of our products after a quick free facial. My director told me to invite "quality" women, and I couldn't help but think of you.

Now, we can do the facial alone or you can invite some friends and get a hundred dollars in FREE MARY KAY PRODUCTS of your choice. So which sounds better to you, just me and you, or with friends to get the hundred dollars? Great! I need to have my training finished by \_\_\_\_\_, so what looks good for you between now and then?

(\$500 in outside sales/class sales and 2 bookings from class = \$100 Free product to your guest)

## SCRIPTS FOR NEW CONSULTANTS TO CALL FRIENDS

### BOOKING SCRIPT

"Hi \_\_\_\_\_, this is \_\_\_\_\_, do you have 2 minutes? I am so excited! I have just become a Mary Kay Consultant and I need your help. As part of my training, I need to practice on 30 women in the next 30 days I was wondering if you would let me pamper you (wait for response) Great! When will work better for you, Tuesday evening or Saturday morning? Does 10:00 am work for you? Great! \_\_\_\_\_, if you would have a few friends that you would like to have join us that morning, I would love to pamper them too. With two girlfriends and yourself, you can get \$75 of Mary Kay for only \$35.

How does that sound for just an hour?! Let's brainstorm and come up with 5-6 girlfriends you'll like to join you... who would they be? \_\_\_\_ Great! Go ahead and call your friends, and I'll call them tomorrow. \_\_\_\_\_, thank you so much for helping me out, and I look forward to having fun with you and your friends Saturday."

### DEBUT SCRIPT

"Hi \_\_\_\_\_, this is \_\_\_\_\_, do you have 2 minutes? I am so excited! I have just become a Mary Kay Consultant and I need your help. I want to have my biggest and best Debut ever. My Recruiter will be coming to help show all of our products and I would love to have you as my Special Guest. Is there any reason you couldn't join us on \_\_\_\_\_ at \_\_\_\_ ? Great!

Do you have any friends you would like to bring with you? I want to have as many friends there as possible to share in my Debut! We will have so much fun and you'll get to see all the latest greatest in skin care and color cosmetics! If you could call your friends then let me know how many will be coming with you I'll have something Special for everyone! (travel size hand cream wrapped) I can't wait, I'm so excited to share all that Mary Kay has to offer, see you then!

### OFFERING THE OPPORTUNITY AT A CLASS CLOSE

"\_\_\_\_\_, could you ever in your wildest dreams picture yourself doing what I do? I saw how much fun you were to be around tonight (or any sincere compliment that would be an asset to her as a consultant), and I would like to get together with you to share some information about this opportunity. I think you would be good! It may be for you, and it may not be, but at least you would be able to make an educated decision. It does not obligate you or me to anything.

Do you have time this week for us to get together for about a half-hour? Great! I would love to send you home with this CD to listen to before we meet, and I will have a free eye shadow for you on \_\_\_\_\_ when we get together. I look forward to seeing you at \_\_\_\_ on \_\_\_\_\_."