

Birthday Loyalty Scripts to honor Mary Kay Ash's dream to Pass It On ~ May 2013

Hi _____ It's (name) with Mary Kay. I am so calling to say Thank you for your loyalty as a preferred customer of mine (or BC Name). I am excited to share that Mary Kay has entrusted me with the growth of this area.

I would love to partner with you because I am looking for woman just like you, woman who love the product, woman of integrity, woman who are loyal, woman who love great products, woman who are looking for something more, more money, more time, more opportunity, woman who are looking to belong to a group of fabulous like minded people,

You see (her name) Mary Kay does not advertise, Mary Kay's huge growth comes from loyal customers like yourself and that is exactly why I would love to partner with you to honor Mary Kay's dream to pass it on. It is our 50th Anniversary and it is so exciting!!!

Now _____ this may or may not be for you and that is ok either way but who do you know that might be that woman? (Be Quiet)

For every woman you refer that becomes a qualified Mary Kay beauty consultant I (_____) will credit your account \$50 for you to enjoy in fabulous Mary Kay products. (use QT inventory to track)

*if she does not know anyone or in addition to the referrals she gives you

Daria (your name) is also offering the 'Gift of Beauty' to each of her loyal customers to present to their friends and family. (her name) Who do you know that is celebrating a special occasion? (like a birthday? An anniversary? A wedding? Sweet sixteen? Graduating? Retiring?...ect...)

She will be delivering a beautiful card on your behalf (use *Send Out Cards or deliver in person at her place of employment) which will include A Gift of Beauty from you at absolutely no cost to you. The gift is totally complementary and they are under no obligation to purchase anything...Should they decide they would like to shop.... then once again you will receive a credit to your Mary Kay account of 10% of their purchases. I like to call this the Gift that Gives

They receive a wonderful pampering session complete with a brand new “on trend Look”, a hand treatment and a micro dermabrasion experience ~ (Only if you have great rapport) lol if your like me I love to give presents to everyone, including me Hahah when I Christmas shop it is like here is one for you and you and one for me

(_____) Thank you so much for being the kind of woman who always thinks of others and for partnering me to honor Mary Kay’s dream. It is the highest compliment you can ever pay me as I really value your business but more importantly your friendship.

With Your Beauty in Mind,

Daria Rocco 5/12/13

QTOFFICE (referral credit use drocco)

Send Out Cards (use Holly Condina to sign up)