

Referral Script



SCENARIO A: You reach her by phone

Introduction:

*Hey Julia, this is Becky with Mary Kay! You have absolutely no idea who I am but I'm actually a friend of Ashley! I'm her Mary Kay consultant and a few weeks ago we just 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!***

If she has a positive response like "Oh great, how sweet of [my friend]":

It is so much fun and it takes about one and a half hour. What typically works better for you, week nights or weekends? [no pauses, assume she is going to take advantage of this]

If she says "what is this again???"

Then repeat *"Oh it's a really fun pampering session and Ashley was able to give it to you when she had her session. It's a makeover and a facial! It's tons of fun and you receive a gift certificate to spend on products! So, what works best for you....this day or that day?"* Let her choose a day and time, choose if you come to her or she comes to you.

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, so you could potentially get up to \$50 in free product just for having 5 or more friends with you. It's tons of fun that way. 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 have this really cute mini-compact that I'd love to give you."

SCENARIO B: You reach her answering machine and leave a message, after the 3rd attempt

First message - answering machine:

*Hey Julia, this is Becky with Mary Kay! I know you have absolutely no idea who I am; I'm actually a friend of Ashley! I'm her Mary Kay consultant and a few weeks ago we just got together and had a really fun pampering session. 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!** So I was calling to tell you about that.*

Since I didn't reach you, you can call me at ... But I tell you what: if you give me a call first then I'll give you a free lip gloss or lipstick of your choice along with your gift card. If I don't hear from you, I'll follow up with you in 2 days. I hope you have a great day and I look forward to connecting with you! [put her name and the person who referred her in your datebook to call back in 2 days].

If she doesn't call back, here is the follow up call in 2 days:

*Hey Julia, this is Becky with Mary Kay - hey I told you I'd call you back on Friday so that's why I'm calling. I know you are very busy and haven't have a chance to call me back and I **totally** understand, but if you do have a chance to call me back I'd really appreciate it because, I do have this gift from Ashley that I'd like to give you and I'd like to set up a time to get this to you! In case you lost it, here is my number again ... I want you to know (say this sweetly) I'm not going to call you again because I'll feel like I'm bothering you and I definitely don't want to bother you, so you're going to have to call me back! Thanks so much and have a wonderful day!*

If she still doesn't call back ... scratch her off the list ... but some do call back after the second phone call.