

Referral Script

SCENARIO A: You reach her by phone

POWERSTART SCRIPT

"Hi Susie! This is Leah! Do you have a quick minute? I am working on a huge goal with Mary Kay to practice on 30 faces in 30 days and I thought of you! I would love to borrow your face to get your opinion of our product! Just for getting together with me to sample some products I will give you a \$10 gift certificate to spend on some products you fall in love with! I do my appointments on some week nights and on the weekends...what works best for you, a week night or weekend? (Book her by offering 2 options until you narrow it down to a date. For example..."What works best for you, Saturdays or Sundays, afternoons or evening, etc" Once you have her on the date book, turn the facial into a party!)

TURN THE FACIAL INTO A PARTY

"A fun thing about your appointment is that you can bring girlfriends! When you share your appointment with at least 2 or more friends over 18 you will receive a free gift and discounts on your products. Is there any reason why you wouldn't want to have a few girlfriends attend your appointment with you?"

INITIAL COACHING SCRIPT

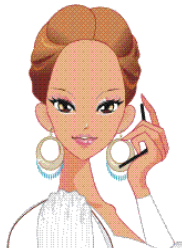
"I will take care of all of the work for this appointment so you don't have to worry about it; the only thing I need from you is a list of girlfriends you want to invite and I will take care of everything else. I've got some cute invitations (ask if she wants to do email or postcards) I will send to your girlfriends so start thinking of the women you want to invite! You can earn more free product for having 4 friends over 18 attend your appointment...to get 4 to show up you usually need to invite 15-20! Let's follow up in 24 hours to confirm just to give you a chance to double check your schedule. Also, at that time I will get your guest list so I can start working on invitations. You will earn a free eye shadow of your choice for having your guest list ready in the next 48 hours! Would tomorrow evening be a good time for me to follow up with you (set a specific time)? Also check out my website at marykay.com/leahlauchlan to start creating your wish list!"

FOLLOW-UP COACHING SCRIPT

Cover your hostess program, get the guest list, talk about food (save it until the end) and children (tell your hostess to have her girlfriends get a babysitter for the night).

WORKING YOUR SKIN CARE CLASS FULL CIRCLE!





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.



PRE-PROFILING SCRIPT-

PRE-PROFILING---This is when you call guest for one of your parties. You always have a better turn out and less cancellations when you pre-profile

Calling Script:

Hi, _____! My name is _____ and you have no idea who I am, but I know your girlfriend _____ and your name was on her invite list for the Pampering Party (or Girl's Night or Mary Kay party or Facial Party or Margaritas & Makeovers, etc.) we're doing on _____ and I hope I've caught you at a good time because I just wanted to introduce myself and ask you a few quick questions about your skin. Have you ever used MK skin care products before? What type of skin do you have...normal, dry, combination or oily? What is one thing you want to change about your skin? Do you have any skin allergies or sensitivities?

We'll be doing a special Satin Hands treatment 10 minutes before the party starts at _____pm sharp! Then we'll be doing quick facials and basic makeovers! The party is going to be a blast and I'm bringing some product to give away for free! Can't wait to meet you and feel free to bring some girlfriends with you!

Can't make it to party

That's OK! Let me tell you what, we're actually offering the same pampering to those who can't make it. We'll just have to figure out a different date. What typically works best for you, week nights or weekends?

If you judge that she really wants to help but you just can't come up with a date.

You know what? It sounds like we're just not going to be able to make this work for you but, we wanted to offer every woman who could come a \$10 gift card with a complimentary facial. I am giving away \$100 worth of those gift cards. But since right now is not going to work for you, is there anyone whom you'd like to give yours to? That way by giving yours to someone else, you'll still be helping _____ with her party!

Doing a STRONG Individual Close

After the Rollup Bag Close you will want to meet with every guest to do an individual consultation. It should be conducted in a separate area from the area in which the skin care class took place. The individual consultation is extremely important and will make the difference between having a \$50 class and a \$500 class!



COACHING & HOSTESS PROGRAM

"You can earn discounts and free product when you share your follow-up appointment with girlfriends...Is there any reason why you wouldn't want to have a couple of friends attend your appointment with you? We'd have a blast!"

SKIN CARE CLASS OUTLINE

1.SET UP (30 min before party begins) DO NOT PUT OUT LOOK BOOKS

2.INTRODUCTIONS of guests

3.Tell your I-Story

4.AGENDA (Tell Guests what you will be doing tonight)

5. Tonight we will do these three things:

1. Skin care 2. Little color 3. Individual consultation

At your 2nd appointment we will do a complete color look

6. Start Party SKIN CARE – Ultimate MIRACLE SET (botanicals for those that need or want it)

“This is the 1st of 2 appointments...” If we need to make any changes with skin care we can at your next appointment

A. Time Wise Cleanser OR Botanical Cleanser

B. Satin Lips Mask

C. Microdermabrasion Part 1 OR Botanical Mask (1/2 Face)

D. Microdermabrasion Part 2 (the same side of the face) or Botanical Freshen

E. Satin Lip Balm

F. Day Solution (Night Solution on the hand)

G. Moisturizer

H. Firming Eye Cream

7. Present Hostess Program

8. COLOR Foundation---Cheeks----Lips (If you are using color cards then let them put it on the way they do at home....follow up with Mascara

9. Ponder Pink Survey

10. Close with Roll up bag close

11. Individual Consultations