

BOOKING SCRIPTS

Booking Your Power Start (30 faces in 30 days):

“Hi, _____, this is _____. Do you have a quick minute? Great. Well I’m in a contest with Mary Kay to practice on 30 women in the next 30 days for free facials. I know you may not want to buy anything and you don’t have to but I’m in a contest to do 7 practice facials in the next 7 days....would you let me practice on you? It would only take 30 minutes or 1 hour with friends, you don’t have to buy anything if you don’t want to....and here’s what is in it for me? If ever in the future you are in the market for skin care or color, my hope is that you think of me and the new Mary Kay line. Will you let me borrow you for this?”

IF SHE SAYS AN OBJECTION OF “I’m busy” or “I already use something else” or “I don’t have money” or “I tried Mary Kay and it broke me out”....all you say is “WOULD YOU BE WILILNG TO LET ME PRACTICE ON YOU anyways?”

COACHING

After She books a time with you:

“Great, I can’t wait _____. I’ll see you _____. Would you like to come to my home or have me come over to your home?? Okay, well I’ll see you then. IF SHE SAYS YES TO THIS, then I say, “great. Really quick, before we set up a time, do you currently have a Mary Kay consultant servicing you regularly.” IF SHE SAYS YES, THEN I LET HER GO. IF SHE SAYS NO, then I say, “great. Well what works better for you? Week day or Week end?”

Day or night?

What time?

Great.

What is your mailing address and email address?.....

Real quick, _____, grab a pen and paper and write down my email and I’ll tell you why. If you email me a list of names and #'s of women you would let me invite to join you, even if no one shows up you get \$1 in free product for every name and number you give me. And if no one shows up but you, you still get that just for emailing me that list within 24 hours. I promise I won’t stalk them and I’ll just simply invite them to your facial. If they show up, then I’ll give you \$5 more in free product for everyone that shows up. Is that okay? Great. Do you want to give me the list right now from your cell

phone or email me later? -TRY TO GET THE GUEST LIST RIGHT THERE ON THE SPOT, IF NOT, THEN **SCHEDULE** A TIME WITHIN THE NEXT 2 DAYS TO GET IT”

“Last thing, _____, this is my business so I’ll be there rain or shine. You can count on me. And if I break both my legs, I’ll be sure to send someone as good if not better than me. You can count on me, can I count on you? If for some reason you need to cancel, I’ll need a 2-3 day notice so I can replace someone in your spot. Can you be sure to do that if something comes up?? Great” – SHAKE HANDS

*Send her a thank you card/reminder card

*call her guests immediately – get a yes on her list within 24 hours if possible!!

*call the day before to leave a message that you’ll see her and you can’t wait!

Inviting Guests on the Guest List:

“Hi _____, this is _____. You don’t know me so I kinda feel weird calling you. But I’m friends with _____. (usually she will say or respond positively). Well, _____, the reason I’m calling is _____ and I are having a girls night out at her house and wanted to invite you. We are doing makeovers with Mary Kay and she wanted me to invite you. It will be held on _____ at _____. Let me tell you first before you answer what is in it for you and me and then tell me what you think okay? Great. What is in it for you is your friend, _____ will get more free stuff for you attending, you get \$5 gift certificate towards anything you like just for letting me borrow your face, and you get pampered for free in 1 hour. What is in it for me is that if ever in the future you are in the market for skin care or color, my hope is that you think of me and the new Mary Kay line. Would you be willing to attend her party?

IF SHE CAN ATTEND: “Great, well let me just ask you a couple of questions about your skin so I can be prepared.

1. What is your skin type?
2. Are you oily, dry, or combination?
3. What would you like to change about your skin?

“Also, one more thing _____. You’ll need to come to the facial with your makeup already on the way you are used to wearing it as we will be doing only basic color. And also if you can be there 10 til, that would be

great. _____ (the hostess) gets free product based on how many people are there so if for any reason something comes up you'll want to let her know at least a couple of days in advance so she can replace you. And if you bring a friend you get a free eye shadow. Okay, we'll see you then."

IF SHE CANNOT ATTEND B/C OF SCHEDULING CONFLICTS:

Okay, I understand you cannot come that night. would you be willing to book a separate time with me to get \$10 in free product and to help _____ and myself out by letting me practice on you?

IF SHE SAYS YES TO THIS, then I say, "great. Really quick, before we set up a time, do you currently have a Mary Kay consultant servicing you regularly." IF SHE SAYS YES, THEN I LET HER GO. IF SHE SAYS NO, then I say, "great. Well what works better for you?

Week day or Week end?

Day or night?

What time?

Great, I'll see you then.....then I go and read the above script for if she says yes to the facial....(read above) to turn it into a class....