



Scripts For Booking/Pre-profiling Your Grand Opening, Parties & Facials

*by Sales Dir. Therese Simon (011/11)
Adapted from NSD Auri Hathaway*

NSD Auri Hathaway's CD **Scripts and Tips** is sure to be a tool which will help you to have a successful Power Start and strong foundation for booking your appointments.

Prepare your brain with positive affirmations such as this:

"I am a Master Booker! EVERYONE I know wants to book with me..."

A No is just a reason to get a Yes and a Yes is a potential customer for a lifetime!

Using your contact names from the **"We're Taking Off Sheet"** begin making booking calls. Be sure to have your **highlighted datebook** with your available openings (see Time Management for more details) and **profile cards** found in your starter kit.

Auri says, when you call, sound like you have gossip! Be excited!

"Hi (name), Guess what? I decided to start my own business and now I teach skin care and mineral makeup with Mary Kay and I have a HUGE goal. My Director has challenged me to do 30 facials and Mineral Makeovers in 30 days and I would love to borrow your face. I'm available on Tues at., Thurs at... or Sat at... Which one works best for you?"

Great! While I have you on the phone, may I ask you a couple of quick questions about your skin? (Pause for response)

- Is your skin normal to dry or combination to oily?
- Is your skin tone Ivory, Beige or Bronze?

- And if I could wave a magic wand, what one thing would you most like to improve or change about your skin? (Her response will allow you to tell her now about product that she can look forward to using and then you can personalize the products that you will bring for her).

I can't wait to get together with you on Thursday the 5th, the party will start 7:00 but you'll want to get there by 6:45 (15 minutes early) for an early bird drawing! Also, I offer on the spot delivery. There's no obligation to purchase, but I'll warn you, your face will fall in love with everything you try! And lastly, don't forget to wear your favorite color, I'll be teaching you a 90 second glamour look called Dash out the Door! Have a great day and I'll see you next week."

You literally ready it just like that!!! It's super easy!

If you want her to invite friends say....

"You know (her name), it could be "just the 2 of us" or you could add to the fun and invite a friend or two and earn some free product! (Wait for her response) Great! Let me tell you what I'm going to do to make it simple easy for you. When you get your girlfriend's names, addresses and phone numbers to me, I will mail out the cutest party reminder postcards from YOU. Which would be better, Wed pm or Thurs am to get your list? Then I'll call them and ask the same questions I just asked you so I can bring the right products for a great party! I'll be bringing products with me to purchase, so anything that they want to take home, they will have that day and you won't have to deliver anything later. Which products are you excited about getting for free?...That's great, together we'll make sure you get those!

(As an addition you can e-mail her a party e-card from marykayintouch, but I always mail a postcard so that they can have something fun in the mail and put it on the frig!)

Booking Quick Look

- Set Date
- Pre profile
- Share with Friends
- Set Date to get guest list
- Her wish list

Beyond Booking Basics

The Run-Around

What to say when you get the “run-around” from your friends and family or people who love you. They ask you to call them back in a couple of weeks because (their son is sick, they have a busy week; don’t know their schedule...etc.). This is what you say...

“I completely understand (I have kids too, I’m busy as well...etc) I know that when things seem crazy, your schedule can totally be out of whack but I want you to know something, I will call you back because I am so committed to my business and I want you to understand why. See I started my business because I have a dream in my heart, and the dream in my heart is to...(buy a house, pay off debt, go on vacation, take my kids on an airplane...Your Dream.) I have made a commitment and it is through Mary Kay that I am going to achieve that. I want to “Thank You” in advance for helping me. I will call you in a week when (Jack feels better, your schedule slows down, you have your planner handy...etc) I promise you will be so glad we got together!”

Have you ever been facialed with Mary Kay?

If she answers “yes”, then ask, “How long ago has it been?” (If she is currently using the products or has recently been facialed, ask her who her consultant is. If she does have a consultant, assure her that she can purchase anything at the party but that her consultant will continue to be the one servicing her. We never take other consultant’s customers.)

If she says “no, I’ve never used MK”, reply....” I’m looking forward to being the one to give you a great Mary Kay experience!” Then continue

If she says, I’m “allergic” to Mary Kay,

reply...”I’m so sorry that you had that experience, tell me what happened?” (Use this as an opportunity to get more information, just like a doctor would ask questions...where does it hurt, how long have you had that pain there ☺. No one is allergic to Mary Kay, Mary Kay is a brand name. However, they may be sensitive or allergic to an ingredient, so let’s try to narrow it down). “How long ago was it that you tried the products? What was the reaction that you had? Etc. If there has been some time since she tried the product, ask if she would be willing to work with you and try again. Remind her that all our products have a 100% guarantee.