

Booking your PERFECT START or POWER START Practice These Scripts!

The More You Practice them and Own Them, The More they WILL Sound Like You!!

You will book classes from your Business Debut Party & you will book
MORE classes from your original contact list!

TIP FROM THE TOP: Book TWICE what you intend to hold!

Hi _____, this is _____. I am so excited, I couldn't wait to call you! Do you have a quick minute? Great! You are never going to believe this. I just started my own business with Mary Kay Cosmetics & part of my training is to find 30 women who I admire and respect to give me their opinion of our products during the next 30 days! _____, YOU were one of the FIRST people I thought of because _____ (give sincere compliment). Do you think you could help me out? Great!

_____, I do my appointments on _____ & _____, which is better for you? Would it be possible for you to find a couple of extra girlfriends to join you? It would really help me get closer to my goal of 30 women! Great! Go ahead and make a list of your friends and get them invited & I will call you in 2 days to see who will be joining you!

If she says, "Let me check my calendar & call you back," Say:

_____, I know how busy are. So let's do this, since my schedule is filling up, why don't we set a tentative date with the understanding that if something comes up for you, we can switch the date to a better time, that way I know I have time in my calendar scheduled for YOU ... because your opinion means the world to me!

Perfect Start

14 Day Requirements:

- Hold 5 Skin Care Classes (Class is 3 or more people)
- OR Put the product on a total of 15 Faces

Potential Benefits:

- \$500—\$1,000+ in retail sales
- \$250—\$500+ in gross profit
- 5—15 New Bookings
- 15—30 New Customers



Time Investment for Perfect Start

- Allow 3 hours per class for prep & class procedure
- Total of 15 hours (7.5 hours for each of the 2 weeks)

Power Start

30 Day Requirements:

- Hold 10 Skin Care Classes (Class is 3 or more people)
- OR Put the product on a total of 30 Faces

Potential Benefits:

- \$1,000—\$2,000+ in retail sales
- \$500—\$1,000+ in gross profit
- 10—30 New Bookings
- 30—60 New Customers



Time Investment for Perfect Start

- Allow 3 hours per class for prep & class procedure
- Total of 30 hours (7.5 hours for each of the 4 weeks)