

Meeting and Booking Scripts

Notes for the consultant: How to use these scripts

- ❖ Make sure that this script is used word for word when booking your appointments.
- ❖ Keep in mind when there is a / between words, you need to choose one or the other.
- ❖ Pay close attention to your demeanor while speaking. Are you smiling? That will come across.
- ❖ Also notice that in booking I use words like “usually” and “prefer.” This will give her less of a sense of obligation until you reach a final date and time.
- ❖ Lastly, notice how many times I repeat the date and time. People only remember 20% of what you say and wouldn't you like her to remember this appointment?

Warm Chatter Script

You were so helpful/so cute. Would you be offended if I gave you my business card?
(pull out your card and the attached card with a pen for her to fill out)

You know, every month I do a drawing for free product and I'd love to enter you. (As you hand her the card and pen) Go ahead and put your name and number here and I'll let you know how you did.

Asking for referrals at the class: As my gift to you, you have the opportunity to select as many friends and family members as they can write down in 2 minutes to receive the same treatment you got today as well as a free gift from me valued at \$20.

Booking Script

Referral opening:

Hi _____ my name is _____, and I'm calling because you have received a special gift thanks to _____; did I catch you with just a minute? I recently got together with her for a microderm treatment and she loved it. At her appointment, she was able to choose someone to receive the same treatment for free as well as a \$20 gift certificate, and she chose you. (pause for excitement). All we need to do is find a time that works for both of us. . .

Winner opening:

Hi _____ this is _____. I met you the other day at _____, did I catch you with just a minute? You entered in our drawing and believe it or not, you were one of our lucky winners. (pause for excitement.) Congratulations (no pause). You won a microderm treatment for you and up to 6 friends as well as a \$20 gift certificate just for you. All we need to do is find a time that works for both of us (no pause).

Warm Chatter opening:

Hi _____ this is _____. I met you the other day at _____, did I catch you with just a minute? I entered in my drawing this week and believe it or not, you were my winner. (pause for excitement.) Congratulations (no pause). You won a microderm treatment for you and up to 6 friends as well as a \$20 gift certificate just for you. All we need to do is find a time that works for both of us (no pause).

Booking Part:

What usually works best for you, daytime or evening. Great, I hold my daytime/evening appointments on _____ and _____, which one is usually better for you? Great. Let me take a look at when my next _____ day availability is. It looks like I have an opening on _____ day the _____ at either _____ or _____. Which one would you prefer? Great, I'll pencil you in.

Now _____, you could bring your mom, your sisters, aunts, friends. Just remember you have up to six people to invite. Do you have some people in mind? Great, if you could just make sure to call me at least 24 hours before and let me know how many girls you'll be bringing, then I can make sure to set up enough for you all.

O.k., do you have a piece of paper because I want to give you some information on your appointment. (pause) We have you scheduled for _____ at _____, and the address is _____ (give quick directions). The appointment will take about 40 minutes if you are by yourself and about an hour and a half if you bring friends so make sure to schedule enough time in your date book o.k. Now, can I ask one more favor from you? Great. I have you penciled in my date book so that means I am going to be there rain or shine. Could you make sure that if you need to reschedule for any reason that you let me know with at least 48 hours notice so I can fill that spot? Awesome, thank you so much.

Now, while I have you on the phone, let me ask you a couple of quick questions about your skin:

1. Do you consider your skin to be normal/dry/comboination/oily?
2. How are you currently taking care of your skin?
3. Have you tried MK before?
4. Is there anything about your skin you'd like to change?
5. Is your skin tone ivory, beige or bronze?

I'm going to send you an email and I'd love for you to respond with the names and phone numbers of the girlfriends you'd like to invite, even if you haven't had a chance to talk to them yet. I'm going to call them on _____ or _____ and ask them the same five questions I asked you. That way I can be prepared, and sometimes people have medical concerns they don't want to discuss in a group, but I need to know about (so they get the appropriate formula).

So I have you scheduled for _____ at _____. Did you have any questions I haven't answered? All right, then I will see you _____ day at _____. Have a great day!

Phone Message:

Hi _____, this is _____ with Mary Kay. I'm calling because you recently entered the drawing at _____ and I have some *fun news*! You're the winner of an Indulge Pampering Session for you and 6 of your girlfriends AND a \$25 gift certificate, just for you! I'm so excited for you, and I can't wait to give you all the details! _____, if you'll call me back before I call you in the next 24-48 hours, I'll give you an extra \$10 gift certificate, *just* for calling me back! My number is ----- (Say your phone number *slowly!*), and again my name is _____. I can't wait to hear from you~ Congratulations!!

Steps to Follow Next

1. Send email or mail postcard within the next couple days (immediately is best)
2. Call her guests to pre-profile on the days you mentioned—write their information on a profile card.
3. Call her one more time the day or two before her show to let her know who is coming and is excited. Make sure you are enthusiastic too.

“ Hi Ashley, I just wanted to call and let you know that I left messages for April, Sharon and Becky, but I talked to Sally, Jennifer and Rose and they are so excited about their facial. We are going to have so much fun. Why don't you go ahead and give those first three one more call to confirm their attendance so we can take full advantage of what you've won o.k. Now, do you have any last minute questions? Do you still have the directions o.k.? Great, I'll see you Friday at 7:30. Have a great day.”
4. Have a great show!

Email:

Hi _____,

I can't wait to pamper you and your friends on Monday 10/11 at 7pm! You're going to love the way your skin feels!! We will do that indulge pampering for you guys, taking care of your lips, hands and skin including the fabulous microderm treatment! Remember, you get to include up to 6 friends or family (feel free to invite at least 12 since only half tend to be able to make it) and a \$25 gift certificate just for you. All I need is a head count from you so I can be properly set up for you. If you could please reply with the names and phone numbers of the lucky women you've selected to join you. I'll be calling to ask them the same questions I asked you about their skin, that way I can bring the right formulas for everyone. Reply by (2 days from today) at midnight and I'll have a free lip gloss for you at your appointment! (or you can call me with their names & numbers)

I know you are going to have so much fun!
See you soon!

Stephanie Arbaugh

My phone number, if you have any questions, is 714.612.6420.

Address: 420 Dorothy Keister Way. Off of Milligan Hwy, left on Milligan View. Then 1st right and right again into the parking lot of the Thompson Center. 1st door on the left. Call or text if you need directions!

Questions I'll be asking them:

1. Would you say your skin is Normal to Dry or Combination to Oily?
2. How are you currently taking care of your skin
3. Have you ever tried Mary Kay products before and how long has it been?
4. What if anything would you like to change about your skin?

5. Is there anything else you would like to disclose about your skin?
(medications, skin conditions, irritations)

Girlfriend's Appointment Email

I can't wait to pamper you and your friends at your Girlfriend's Appt on Saturday, August 28th at 1pm! You are going to love the celebrity makeup artist look I have designed specifically for you!! Along with top of the line mineral cosmetics, you will leave looking fabulous. Your guests will enjoy a skin care session and leave with a customized skin care plan just for them! Plus you will earn tons of free products, all of your choice (skin care, body care, cosmetics, anything you love!) In order for me to be prepared for your guests please respond with the names and numbers of anyone else you have decided to invite. I will call them and your other guests a few days before your appointment to ask them just a few questions about their skin. Respond by (2 days from now) at midnight and I will have a free lip gloss for you at your appointment. We are going to have so much fun!!

I know you are going to be a fabulous hostess!