

Here is the script to book your 1st 8 shows!! Stick to this script, we use it because it works! The information in parenthesis is for your information and training not something you will say on the phone. You can do it!! Pick up the phone and call me as soon as you are done!!

Hi (name) this is _____. Do you have a minute? I was calling with some exciting news. I just started my new business with Mary Kay, and I need to borrow your face. As part of my training, I need to be able to practice with a couple of my favorite people. And of course I thought of you! Would you be willing to get together with me and give me your opinion of our products while I practice? (She WILL say yes.) Great! What would really help me is if I could have a small group. That way I get to practice in front of (a group). Is there any reason why you couldn't have a couple of your friends over with you, and I'll have a free gift for you as a Thank You? ("of course!") All we need to do is find a time that works for both of us. So what works better for you- the beginning of the week or the end of the week?

(Give her 2 options of days, times etc until you narrow her down to one of the slots you have decided you want to work).

Great! Now if you have a pen and piece of paper, I'll give you some quick information about your appointment. I have you booked for [date/time]. LOCATION (You decide where you want her to be)

1. Now would you prefer to be at your place or mine? (If you don't have a preference)
2. And the address is: [my address] (If you want it at your place or at the meeting)
3. And your address is? (if you want it at her place)

Great! You can have up to 6 women there with you- friends, family, co-workers- totally up to you- just 6 women around the table. It's going to be great! Now if I could ask you a favor: if for any reason you need to reschedule or cancel, if you could call me at least 24 hours in advance so that I can fill that spot.

Great! Now if I can just ask you a few quick questions about your skin, that way I can be really ready for you:

1. Do you consider your skin to be Normal, Dry, Combination, or Oily?
2. How are you currently taking care of your skin?
3. Have you tried Mary Kay before?
4. If you could change anything about your skin, what would it be?

Great! So I'm going to send you an email, and I'd love for you to respond with the names and numbers of the women you'd like to invite, even if you haven't invited them yet, because I'm going to call them on [1-2 days before apt] and ask them the same few questions that I asked you. That way I can be really prepared for them and they'll feel really comfortable coming. [Get client's email] Great!

I have you booked for [date/time]. Did you have any other questions for me? Great then I will see you at [date/time]

COACHING:

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. (ask them the same 4 questions you asked her)
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: Calvin Phillips Dr. 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)

MODEL PORTFOLIO: (To meet people out and about)

a) My director has challenged me to create a model portfolio, b) My director has challenged me to create a model portfolio and you are *gorgeous*- and I would love to feature you in it. Is that something you'd be willing to do. We'll do skin care, we'll take a before and after picture, and as a thank-you, you'll get a pampering session for you and your girlfriends, and a gift certificate just for you.

*Get name and number] I'll give you a call and schedule an appointment!