

Microdermabrasion Box Script

“Hello, is ___ there? Hi, my name is ___ I’m a professional beauty consultant with Mary Kay skin care and cosmetics! I have a bowl set out at _____ and I have pulled your name as my winner of my FREE Microdermabrasion treatment - do you remember doing this, or is someone just trying to pamper you? If they remember they entered Great, congratulations, you are my winner! Have you ever received this treatment before? Well let me explain to you what’s going to be happening. You will be trying a at home exfoliating treatment, that will instantly remove the dead skin to give you instantly younger and smoother looking skin, it also refines the lines and reduces and minimizes the pores. You are going to feel like a brand new woman! Doesn’t that sound exciting? Great! It’s going to be 30-45 minutes of your time, depending, and I can hold Appointments at my home office or I can come to your home, whichever works best for you! Which would you prefer? Great, these are the appointments I have available for you: _____ Which works best for you? (get date/time in datebook). But hold on - it gets even more exciting - I’m going to throw in a lip and hand treatment to also exfoliate and moisturize AND you can bring up to 4 friends, because I understand some girls don’t like to be pampered alone!! Isn’t that exciting? Great, let me get your email address and I will confirm with you all of the details and directions. Respond to me that you have received it and the names and numbers of the friends you will be bringing with you so I can ask their skin type. Ok___ I will be calling you in a couple of days to confirm and ask you some skin care questions. Thank you _____ have a Great Day!!! If someone else entered them: Ok, well obviously someone was just trying to pamper you because they saw the free microdermabrasion treatment, and I pulled your name as the winner. Let me just explain to you what this is... (insert same dialogue as above) Does this sound like something that interests you? If yes continue on with same dialogue as above. If not ask is she has a friend or relative she would like to pamper and it will be honored as a gift from her. If a man entered: Introduce yourself ask..... Did you realize what you were entering? If not then let them know... Well I can make you look so good to a mother, sister, wife or girlfriend! I will call her and tell her that you registered her for this treatment - and you’re going to just look so special! Great whats her name and number? Answering Machine: “Hi, this message is for _____, my name is _____ - I’m a professional beauty consultant with Mary Kay skin care and cosmetics. You, or a friend, entered my drawing at _____, and I have pulled your name as my winner of the free microdermabrasion treatment!! This is a FREE pampering session you don’t want to miss out on! I need to

hear back from you in the next 24 hours because I book up really fast or I will move on to the next winner. You can reach me at _____, again that’s _____. Thank you and have a great day!” (After leaving the message make a note to call the next day or two if you have not heard from her and give her one more chance because accidents do happen!) If lead was gotten warm chatting with “What Women Want Survey”: Hello, is ___there? Hi, my name is _____ - I’m a professional beauty consultant with Mary Kay. We met at _____ on _____ and you filled out a survey for me and were entered in my drawing - do you remember me? Well, I have pulled your name as my winner of the free microdermabrasion treatment!! Congratulations, you are my winner! Have you ever received this treatment before?” etc. you same dialogue as above... Answering machine for Warm Chatting: I try to call three

different times (am, evening, pm) to get her on the phone before I leave a message. When you meet them face to face it is better to talk wait to get their voice when they are not winners of a drawing. Winners are more likely to call back asap! Hi, this message is for _____, my name is _____ - I'm a professional beauty consultant with Mary Kay skin care and cosmetics. We met at _____ on __ (date)___ and I'm calling to schedule your FREE pampering session. I fill up really fast so call me today and you will receive a 10 Gift Certificate at your first appointment!! You can reach me at _____, again that's _____. Thank you and have a great day!" Follow-Up Email: PLEASE RESPOND WITHIN 24 HOURS SO I KNOW YOU HAVE RECEIVED THIS! Congratulations! Dear _____, Congrats on winning the Microdermabrasion Treatment! I just can't wait to pamper you and up to 4 of your friends with my Microdermabrasion System, fabulous anti-aging treatments, and our luxurious hand and lip treatments on Saturday, Nov 27th at 10:00am. When you invite your friends, you can tell them that a "professional beauty consultant with Mary Kay is giving me a complimentary microdermabrasion treatment with anti-aging products, and a lip and hand treatment - and she's allowing me to share it with a few girlfriends. It's gonna be a blast, but it's by reservation only - can I save you a spot?"

Directions to my home office: (give address and detailed directions if she has booked at your home office) Just like your dentist or hairdresser I work by appointment only, so I will be there for your appointment time rain or shine! However, if you should need to reschedule I ask that you give at least 24 hours notice. I just can't wait! Please email me back to let me know you got this, and send your friends' names & numbers so I can check on their skin types. Let me know if you have any questions. Warmest wishes, First name Full Name Mary Kay Ind. Beauty Consultant Phone