

Dialogues for New Consultants

Booking & Coaching

Booking from friends, family, acquaintances- phone call

"Hi _____, it's _____. I'm so glad I caught you at home! Do you have a quick minute?" (Allow time to answer) "Great! I hope you are doing well. Listen, I won't take up much of your time, but I wanted to let you know, I just started my own business. I'm a Mary Kay Independent Beauty Consultant now! I would love to pamper you with a complimentary facial. There's no obligation and it would only take about an hour." (Pause)

"I understand that this is a busy time of year. As a new consultant, I'm trying to share some great products with 30 customers this month and get their opinion as part of my learning and I really value your opinion. It would really help me out. Plus, if you invite a few friends, you could earn some free product. You would get to relax with your friends and get great products for free!" (Pause)

"Wow, you really are busy! I'm just so excited about these fabulous products that I don't want you to miss out. Why don't I just drop by for a few minutes and show you some samples and give you the latest issue of The Look? It features all of my latest and greatest products. Great! I've got either Tuesday or Thursday available, which is better for you? Around _____? Great! I'm looking forward to seeing you! I'm eager to hear your opinion of the samples. Bye, _____, I'll see you _____."

Booking from classes

(End of Opening Dialogue at Beginning of Class)

"At the end of the class, we will schedule your follow-up appointment so I can see how the products are working for you and give you your customized color look. If you'd like to invite a few friends, like _____ did today, you could earn fabulous hostess gifts or free products. Does that sound like fun?"

(End of Class, One on One Discussion)

"_____, did you enjoy the skin care products we used today? That's wonderful. And I can't wait to find out what great products you want to take home with you tonight, but first, I want to talk to you about your follow-up appointment. You penciled in the 23rd here on my calendar. Do you think that's going to work well for you? (Allow response) "Great! Now, I wanted to let you know it's perfectly fine if it's just you and me at your followup color appointment, but if you invite a few of your friends to join you, as I mentioned earlier, that could mean free products for you. How does that sound? Good? (Allow response)

"Great! I am sure you can think of plenty of friends that you'll want to invite.. So I can give your guests my best attention, you'll want to limit your guests to 5 or 6, and what I would suggest is inviting around 8 or 10 in case someone has to cancel, which is very possible with everyone's busy schedule these days. Ok?

I'm so excited! You really seemed to have a great time today and I know your friends will have just as much fun. Plus, you will get to show off your new look for all of them to see! I know they'll love it! I'd like to call you in a couple of days to discuss your party. Will you be home Tuesday evening?

Great! Would 7 or 8 work better for you? Wonderful! I'll talk to you on Tuesday then.

(Finish up sale!)

Obtaining Referrals

(Obtaining a Referral from a Skin Care Class)

"I have really enjoyed our time together today! You are all so much fun! I would appreciate it if you could help me with something. I have set a goal for myself this week of sharing these products with 5 people who have never experienced Mary Kay products. I know all of you have friends that are just as busy and stressed out as most of you are, and I'd love to share with them the same time saving, anti-aging products I've shown you today. We all want to take care of our skin and look our best, don't we? If you have any friends I can contact and share these great products with, please let me know at our one-on-one consultation here in a few minutes."

Obtaining Referrals-Cont.

(When Calling a Referral)

"Hello, _____-. My name is _____, and I'm a Mary Kay Independent Beauty Consultant. Last night I met your friend, _____, at one of my product reviews. Do you have a minute? _____ told me you both _____ (State how they know each other). Well, I helped her with some great products I have and we fit it all into one little makeup bag. Does that sound like something that you might be interested in? _____, do you have an Independent Beauty Consultant who provides you with personalized beauty and skin care service?"

If She Says No	If She Says Yes
<p>Well, _____, thought you deserved a special treat. So, I'd love to offer you a complimentary facial and show you those fabulous products I told you about. There is no obligation to buy anything, I would just like to share some Mary Kay products with you and get your opinion on them. Can I schedule a facial for you this week?</p> <p>Well, we have lots of great products I think you're really going to like. Would it be better for me to meet with you, the beginning or end of the week? Morning or afternoon? Why don't we schedule your appointment for ____ then. Oh, and by the way, if you'd like to share your time with a couple of your friends who you think would also enjoy a complimentary facial, I'll have a special gift for you. Wouldn't that be great? Great! I'll call you tomorrow evening to see what you'd like to do."</p>	<p>I'm glad to hear that! I'm sure she can set you up with those time saving products then. Your Beauty Consultant is a great source if you ever have any questions. I'm sure she provides you with great service and I don't want to interfere with that relationship. Thank you for your time. I hope you have a wonderful day!</p>

Warm Chatter Dialogue

"Excuse me, I'm sorry to bother you, but your eyes look so great! Do you mind if I ask what makeup you are wearing?" (Wait for response) "Well, it really looks good. It took me forever to learn how to put eyeliner on and yours just looks flawless."

"You look so put-together. My name is _____ and I recently became a Mary Kay Independent Beauty Consultant. Since you look like you know quite a bit about cosmetics, would you mind if I get your opinion about Mary Kay products? I love our cosmetics and I am always curious to see how they compare to people's favorite brands."

"We also have a great skin care line. If you are available, I'd love to get your opinion about how your skin feels after a facial, and of course, find out what you think about Mary Kay makeup compared to what you are currently using. Do you have some time this week or next to help me out?"

Great! How about _____ around _____. (Get contact info) _____ it's so good to meet you. I'll see you on Friday. Thank you for your help! And I'll have a special gift and samples for you"

Booking Tentative Dates

Well, _____, I just know you're going to love your new skin care products. And I can't wait to set up your color appointment. You seemed really excited when I showed you the color looks in the Look Book."

"_____, I know you're busy this week, but when we do get together, wouldn't you want your friend, ____ to get credit for it?"

Let's do this, why don't we set a tentative date with the understanding that if something comes up, we can reschedule it? This would mean that I can give _____ credit for you booking tonight and then we can work around your schedule. I know it can be tough when you juggle a career, family, and friends! Great! You don't need to worry about calling, I'll call you on Monday and see how your schedule looks

Hostess Program- Coaching

Hi, _____, this is _____, your Mary Kay Independent Beauty Consultant. Did you have a chance to look at the hostess packet I gave you last night?

Great! I'd like to go over a few things with you before we get together on Saturday. Do you have about 5 to 10 minutes to chat? Great! I'm so excited! So, let's go over some things in your packet and I'll give you some tips to make your evening successful. First, I want you to pull out The Look brochure. It highlights some of our best sellers and shows you the limited edition products that are only available this quarter. Why don't you look over it and see what you might want to earn at your event? This will also help you familiarize yourself a little bit with the company and the products. Plus, it shows the fabulous color products so you can start thinking about your follow-up color appointment. Do you think you can do that in the next few days?

Wonderful! The next thing I'd like you to do is pull out the guest list. You will want to come up with around 8 to 10 people you would like to invite. We like to have 5 or 6 guests at a skin care class, and this will allow you to list anyone who cannot attend, but might want to do this with some of their friends, or are interested in purchasing products out of The Look brochure you may have shared, because you get credit for doing that too. Does everything sound pretty easy so far?

Great! I want this to be as simple as possible. The next form, I would like you to look at explains how to be a successful hostess. It even includes suggestions on how to invite your guests. To take the guesswork out of everything when you call, I would like to suggest you use the script that is in your hostess packet. It has been very effective for me in the past.

I know you'll do a great job with that. I've also included some information in your packet on the Mary Kay business opportunity, and I really hope that you'll take some time to review it. Since you love the products so much yourself, I think you would be a fantastic Independent Beauty Consultant. I would definitely value you as a team member. (If she'd like to talk to her husband about it..)

"I think it's a great idea to talk to your husband. Please feel free to call me at any time with any questions either of you might have. I think that's about it. I really appreciate your time today, and I'm looking forward to this _____. Is it ok if I call you on _____ to get your guest list? I would like to call everyone and find out what types of specific products I need to bring for their individual skin types. Great!

Hostess Program- Profiling

"Hello, ____, this is _____, and I'm the Mary Kay Independent Beauty Consultant who will be conducting _____'s group facial on _____. Do you have a minute?

Great! I just need to ask you a few quick questions about your skin, because I'll be bringing products that are formulated just for your skin type. Ok, would you describe your skin as oily, dry, normal, or combination?

Since your skin is _____, I'm going to bring a wonderful product for you to try called ____ (Name a product for specific skin type re: Oil Mattifier for oily, etc.) It works great with the wonderful skin care products Mary Kay has formulated specifically for _____ skin. Now, what would you say is the color of your skin, ivory, beige, or bronze?

You're probably right. I'll have a few different shades of _____ foundation we can try on you and we'll find out which one best matches your skin tone. Great, now do you prefer medium or full coverage foundation?

Ok, I want to let you know, I like for everyone to try on foundation because it really helps to protect your skin, but I'll bring a sample of powder for you to try as well. Is that ok?

I really appreciate you trying something new, but I also love women who know what they want. It makes my job that much easier! Ok, are you having any particular problems with your skin, other than it being _____, or is there anything specific that you would like for me to address during the class?

Wonderful! At ____ (time) we'll be starting with the Satin Hands Pampering set. It's so fabulous, you're going to love it! And I'll be bringing plenty of products with me just in case you really love something and want to take it home that night. I'm one of those people that just has to have whatever I want right away!

Well, I look forward to meeting you, and I can't wait to try Mary Kay skin care. It sounds like we are going to have lots of fun at _____'s. I just want to say, I know sometimes things can come up that you don't plan on, so if for some reason, you don't think you can make it, please call _____ and let her know, Ok? Great, and if you come up with any other questions, please feel free to call me. My number is _____. I look forward to seeing you on _____. Thanks!

Overcoming Objections

Lack of Time:

I don't have time.

"I understand how you feel. I know most women these days have so much going on, it's hard to find time for themselves. What I've found out from a lot of my customers, is that my services can actually save time. We all want to look our best and I have some products that make looking great quick and easy. Plus, I think many of us skip skin care because we think we don't need to worry about that until we get older, but we really need to start taking care of our skin now. Do you have a skin care routine you usually follow?"

Not really, I just use soap.

I would love to show you some products that are great for your skin. We have a 3 in 1 cleanser that you can just as easily use in the shower as you would your soap. Then, all you need is moisturizer and foundations and you're out the door!

Well, I don't like a lot of coverage, but my skin does get very dry during the day.

Our Timewise moisturizer will definitely help with dry skin, and you will love the way you look with so little effort! We also have great lightweight foundation options that don't make your face look overdone. We have alternatives that provide just the right coverage to even out your skin and make it look smooth and flawless. Would you like to schedule some time to try them?"

I'm really busy, I don't know

I understand. Luckily, my schedule is flexible so I can certainly meet with you any time it's convenient for you. I bet because you're so busy, you don't get to see your family and friends as much as you would like, do you?"

Not really. I hardly ever get to relax with my friends these days.

Well, I'm sure you have friends who'd enjoy some girl time with you, so this would be a great time to relax and visit with them. That way, you can learn about Mary Kay products and have fun with your friends at the same time. Plus, you can earn great gifts or free products! Should we look at the calendar and see if some time next week works?"

Great! Would you prefer morning, afternoon, or evening?"

Ok, why don't we plan on _____ at _____. We'll schedule it as a tentative time and if you have to change it, we can do that. Will that work? Wonderful! Let me give you this hostess packet and I'll call you in a couple of days to go over it and talk a little bit about your party. I know we're going to have a great time!"

Everyone I know Has Been to a Skin Care Class, or Everybody I Know is Here Today

Wow, that's great! I also have some limited edition products to share, so I would love to hold a collection preview for them. It would be just like shopping at a boutique with a few snacks and goodies, and I think everyone would have a good time. The preview only lasts about an hour, and the atmosphere is relaxed and casual. And, if you would like, we could have a come and go option so people can drop by at their leisure. What do you think? Great! I know they'll have lots of fun! So when should we have this party? I'm available _____ or _____. Morning, Afternoon, or Evening? That's perfect! What I would like to recommend is using our fun Beaute-Vite Invitations. Do your friends have email? Wonderful! I'll send you an email with the instructions!"

I just Don't Want To Hold An Appointment Right Now

I completely understand. If you don't mind, I would like to leave you with these samples and call you in a couple of days to see how you like the products. There's no pressure, but I would like to find out what you think, even if you have something you currently use that you like better. Would you prefer that I call in the morning or evening?"

Good. Will _____ work for you?"

Perfect. Thanks for your help with this. I can't wait to get your opinion of the samples. And, if you like them, and are interested in purchasing the full-sized version, I could show you a few other things in the product line."

Overcoming Objections- Cont.

I Don't Really Have a Skin Care Routine or Wear Much Makeup:

So, you're into the natural look. And, since you don't wear a lot of makeup, I know you're probably concerned with taking care of your skin, right?

I think you would be quite impressed with our skin care line. I would really value your opinion on it. More and more women these days are going for the natural look and it is important to me to see how our products work for them. I know they're great products, but I also know there are so many other products out there today. Would you let me offer you a complimentary facial and get your opinion?

I also have a tinted moisturizer that offers just a hint of coverage so you will have an even skin tone while still looking completely natural. Would you like to try a sample at your facial?

There's very little coverage, so you won't even look like you have makeup on. Then, you could try a little bronzing powder on your cheeks and you'll look natural with a sun-kissed glow. How does that sound?

Great! Which would you prefer, the beginning or end of the week or on the weekend?

How about _____ (time)

Wonderful! Also, if you would like to have a few friends over, you could earn a great gift or free product. Do you think you would want to do that?

That's fine, I'll see you on _____ at _____.