

Scripts for Mary Kay

By Kristin Myers NSD

And Sales Director Sandy Gant

Referral Sheets:

- Hi ____! This is ____! I know you don't know me, but I got your name and number from a mutual friend _____. I'm actually her Mary Kay consultant and she's earning free products from me! I asked her if she could only give a gift of a free product and a facial who would she like to bless with that and she picked u!!! Isn't that exciting?? (wait for response after text before texting again). Remember to Call if they don't respond via txt

Bridal Show surveys:

- Hello _____! My name is _____. This is _____ we met the other day at bridal show in _____. Guess what?? You have won one of the grand prize gift certificates!!!! (sometimes I say \$40 or \$50 gift certificate – it depends on how badly you need a booking) Isn't that exciting?!!! (Wait for response)
- After she responds yes then text, *"Yes!! Excited for you. When is a good time today to call you with the details?"* SAY OVER THE PHONE –OR if she is responding great via txt – you when she says GREAT – they say – YES all we need to do is schedule a time that we can get together so you can redeem this certificate! The certificate is good for some free products and a before and after facial for you and up to 5 of friends free! I work all over the US but I'm scheduled to be back in your area on this day and this day. I will be turning the COMFORT SUITES or _____ into a MK spa that day – you can get pampered and pick out your free goodies! Tell me which of those days are best for you? _____ once she responds then sayNow you do not have to have 5 friends come with you – you simply have the privilege of having 5 friends – so I will be back in touch to confirm who all you've found that would love to come with you.

Daycare surveys:

- Hi ____!!! This is _____, the Mary Kay lady from the daycare! I did the drawing with all the surveys collected and you won one of the big gift certificates !!! (wait for response)
- After yes response say, *"Yes!! I am so excited for you! When is a good time for me to call today for 5 min and give you the details!"*

Surveys from people you meet in town:

- Hi ____! This is _____ and we met at the _____ today/yesterday. I just wanted to let you know that I did a drawing with all the surveys I collected yesterday and you have won a \$25 gift certificate, and a spa facial!! (wait for response). After they respond text back and say, *"I am so excited for you!! When is a good time for me to call today for 5 min to give you the details?"*
- ***Use this survey if you have had their name for a while and u forgot to text them or you texted them once and they didn't respond.*** Hi _____! I don't know if you remember me, but my name is _____ with Mary Kay Cosmetics – You had won a drawing for a \$50 gift certificate with MK and I'm not sure if

anyone from our office has called to let you know –even though it has been a while – we want to make sure we honor this for you.

-
- **Use this script if you texted them a month ago and they never responded.**

Hi ____! This is _____ with Mary Kay!! I am so glad we never got together last month because we are having an awesome giveaway this month. I put all of the sweet people that filled out surveys for me in the month of _____ and you won a _____ Text me back in the next 48 hours to redeem your prize!

Scripts for model referral sheets:

- Hi ____! My name is ____! You don't know me, but we have a mutual friend _____, and I am her Mary Kay consultant. I am currently building a modeling portfolio and asked her if she knew a friend with _____ (brown hair or blue eyes, silver hair, etc..) to offer a gift certificate and free facial to, and she said you!
- (Wait for response) Yes!! When is a good time to call you for details today for 5 min?

Scripts for meeting ladies in public (i.e. at grocery store, mall, etc...). Warm chatter first before using these scripts. Say you like their shoes, purse, the weather for about a minute or two.

- Hi! I apologize for the interruption or Excuse me , this is going to sound crazy, but I think you have the prettiest (eyes, skin, lips, etc..) and I notice these things because I practice skin care and make-up artistry with Mary Kay cosmetics out of Dallas, Texas, but I am localized here in _____. I am doing a face modeling portfolio for my business. If were to gift you with a free lipstick or lipglss, is there any reason why you couldn't be a model for my portfolio? Or I couldn't borrow your face for a facial?
- Once she says YES – then say Great – whens your next day off – book her on the spot – then say YOU KNOW what I've found _____name, beautiful people have beautiful friends – I am really hoping to have 50 women featured in my portfolio – if I were to give you \$10 in free product per face you brought with you to that apt – is there any reason why you cldn't think of some other ladies?
- I apologize for interrupting them and then say "i am a mk director (consultant, senior consultant, etc..) and i noticed you have beautiful (eyes, skin, etc... be genuine when you say) this b/c i am an expert in skincare and makeup application....have you ever had a mk facial an if not would you mind giving me an opinion of mk?
- Hi! My name is Sandy and I hate to interrupt you, but I noticed you have beautiful _____(skin, eyes, hair) and I notice these things because I am a Mary Kay Consultant. My director has given me a challenge to get 30 of these surveys filled out in 2 hours. And for just filling it out you will get a chance to win this free (purse or you could say win \$100 worth of Mary Kay product).

Script to use at a restaurant for server or hostess (look for a server with a good attitude if yours is not nice don't ask her ask a hostess instead:

- To waitress: “Hi ____! This is going to sound absolutely crazy, but I practice make up artistry and skin care with Mary Kay cosmetics out of Dallas, TX. My director has given me a challenge to get 20 surveys filled out today and I don’t know 20 people. If I gave you 10 surveys and you get the ladies that work here to fill them out, don’t rush because I will be here for about an hour eating. But if you get them all filled out and return them to me before I leave. Then I have a free lipgloss or lipstick in my purse you can choose one of your choice to take home with you today. How does that sound?” (this is an easy way to get names quickly).