

HOW TO HAVE A ROCKIN' BUSINESS DEBUT

Calling each guest—not facebooking, texting or emailing—a few days before is key to having a successful business debut! Use the following script when calling your guests.

After hello and greeting ask, “Do you have a quick second?”

I’m calling to get a final head count for my business debut on Friday, May 13. It would mean the world to me if you could make it! I would so appreciate your support!

IF YES:

Wonderful! Bring a friend. Arrive at least 10 minutes early get a special hand pampering treatment. We won’t be doing facials, but will do demos.

IF NO:

I’m so sorry you aren’t able to make it; we will miss you. Hey...my first big goal in Mary Kay is to practice on 30 faces in 30 days! I would love to borrow your face and get your opinion of the products! Is there any reason why I couldn’t borrow your face? What works best for you, this week or next week?

Once you have a date and time down then and *only then* do you try to book more by saying this verbatim and as if this thought *just* now crossed your mind...

You know what Suzie, it’s actually just as easy for me to do a couple faces as it is for me to do one, plus I’m trying to get to 30 faces. Is there any reason you wouldn’t want to share your appointment with a couple of girlfriends? I mean it’s actually more fun with a couple of girlfriends and it would help me out tremendously with my goal plus I would load you up with free stuff.

IF YES:

Oh that’s awesome! I will do all the work to get ready for the appointment; all I need from you is a list of girlfriends you want to invite. Actually, why don’t you just go ahead and grab your cell phone and throw out some names, numbers and addresses, and I will start working on the invitations!

If she doesn’t have her cell with her, then **arrange a time for you to call her back** the next day. Remember, no list=no group appointment.

IF NO:

Well, that’s no problem because I’m coming just for you anyway: it will be so fun to see you and if you think of any in the meantime, then just invite them and I’d be happy to still load you up with free stuff, but honestly I’m just so grateful you are so willing to let me borrow your face. The next thing I need to do is confirm your appointment in 24 hours and ask you some questions about your look. When would be a good time to catch you, tomorrow evening?

Follow up phone call 24 hours later to confirm the date and time and ask her all the questions on the profile card. Ask if you can send her an email confirmation and get her email address. Also send a thank you postcard in the mail.

These are some common responses you'll receive. Memorize them so you'll feel more confident on the phone.

IF SHE SAYS:

Oh, that sounds great, but let me check around and see who would come.

THEN YOU RESPOND:

Oh, I totally understand that. Hey, why don't we just do this: I really want to make sure I get you in. What most people do is just set a date that works best for us and then once you check around and if a few of your key folks can't make it, then just call me back and we'll move it, no big deal at all. So what works best generally for you, a weekday or weekend?

IF SHE SAYS:

Oh, I don't have my calendar. Let me call you back and then set a date.

THEN YOU RESPOND:

Oh, I totally understand that. I don't do anything without my calendar either! Hey I tell you what: I really want to make sure I get you in, so why don't we do this: why don't we just set a date and then once you get home and check, we can always move it. What's generally better for you, a weekday or weekend?

IF SHE SAYS:

Oh I'd love to have you borrow my face but Mary Kay makes me break out.

THEN YOU RESPOND:

Oh no, I hate to hear that. Do you mind if I ask you a question? How long ago was it that you tried Mary Kay?

(if it's been a while—like since 2003)

Oh well, the product has changed tremendously since then. Actually I'd love to get your opinion of how you think it's changed, because since then, nearly every product except for the classic basic skin care has been re-formulated. So what's better for you, a weekday or weekend?

(if it's been recently—ask of course if she has a consultant)

Did that consultant ever follow up with you to make sure everything was working properly for you? Oh I hate to hear that, because Mary Kay is so big on customer service. If you still have that product, I can actually exchange it for you and it doesn't cost me anything. Usually, it's one little key ingredient that doesn't sit well with someone's face that causes them to break out. I mean, if you use any brand and it's the wrong formula type for your skin, then it would break you out. Would you be up for maybe just letting me experiment with just color and no skin care? It would still help me out with my big goal plus I'd love to see you!