

NO FAIL BOOKING

Hi _____, this is _____. I know you from _____. I know this is very bold of me to call you (giggle) but I'm in a contest to book 10 parties today by 8. Do you currently use MK? (If yes, ask for her consultant's name and ask for a referral instead of booking)

Since this contest is for me, I'm going to make it worth it for you to help me, deal? How would you like \$50 in FREE MK just for playing makeup with me and a minimum of 2 girlfriends? We can do anti-aging skincare, new year new you or a PJ party. Which one sounds like the most fun to you?

Hi _____, this is _____. Do you have a quick minute? You're not going to believe this, but I'm being promoted into leadership with Mary Kay. I'm really excited and scared to death. I need to ask a favor and thought of you because I knew you'd laugh with me and not at me. This month, I've accepted a challenge to do 30 practice facials on people I don't know. Will you be a face for me and invite a few friends over that I don't already know? You see, I'm supposed to be practicing on strangers to improve my presentation and technique. And of course, they're not obligated to buy a thing. (Wait for response)

Great! Let's pick a date that's good for you. In fact, just for doing me this favor, how would you like to have a \$100 shopping spree with anti-aging products and mineral make-up on ME?!? I'm going to send (or drop off) a packet that will explain everything. Now we need to have five people there beside yourself, and I'll help you with all that. Who do you think you might invite? (Help her brainstorm.) Great! Talk to some people about coming and I'll call you back to get their names and numbers so I can find out about their skin type. You're going to LOVE your makeover!

Let me share a secret about inviting friends, instead of saying...I'm having a Mary Kay party, do you want to come? Try, saying.... A Mary Kay Consultant is coming over to give me a makeover using anti-aging products and mineral make-up & she's allowing me to share it with a few girlfriends. It's gonna be a blast, but it's reservation only...can I save you a spot?

One last thing... these are practice faces and I have to hold them within the 30 day time period to get credit. Promise that nothing will keep you from holding this appointment for me. Thank you so much for doing this. You truly are great friend, and I can't wait to get together with you! Will you be home _____ for me to swing your hostess packet by?" (Schedule time to drop off hostess packet and walk her through it to reinforce the hostess plan.)

Booking script from referrals

_____? This is _____ with Mary Kay. I was just calling to let you know your friend _____ has given you a free pampering session with me to try some MK products as well as a \$10 gift certificate to spend. Isn't that nice? Tell me, is there any reason we couldn't get together in the next few weeks to get your free gift?

David's Bridal leads

Hi _____. This is _____ with MK. I'm working with David's Bridal to pamper brides and I have great news. You are a winner! You've won a \$10 gift certificate to spend with me. So, what works best for you? During the day or in the evening? Great! If you would like to have a few friends join you, I'll double your gift certificate. So, I'll see you at _____ on _____. I'll call you a couple of days before to see if you'll be having anyone join you to make sure I have enough goodies for everyone.

MOST COMMON BOOKING OBJECTIONS

Too busy...

I understand _____. You know, I'm a really busy person too. So I can relate. It may take us an hour or so to find your special need and preferences, but after that I can save you an enormous amount of time. You'll never need to go to the mall again for your cosmetics. I can save you money too.

Which would be better for you _____ or _____?

Don't do parties...

That's great because I don't either. I hold private appointments in my home or yours. When would be a good time for you? This week or next? Then casually invite her to share her time with a friend or two.

No money...

I understand _____. You are aware that Mary Kay is a third to half less than anything at the department stores (just a few more \$\$ than Walmart) and you never even have to pay full price for our products. We have discounts and lots of ways to get it free. We even have NO interest payment plans. Plus, there's no obligation to purchase. I'd just appreciate your honest opinion.

Which would be better for you _____ or _____?

My house isn't big enough/clean enough/finished, etc...

_____, let's have it at my home (or one of her friend's houses). That way you don't have to worry about cleaning your house and it can literally be a girls' night out. Maybe afterwards, you and your friends can go to dinner or get dessert with your "new looks". Which would be better for you _____ or _____?

I tried Mary Kay before and it broke my face out...

_____, I can understand why you'd be apprehensive to try it again. How long has it been since you've tried it? Our company is always coming out with new formulations that even the most sensitive skin can use. Less than 2% of the population can't use our product, so I'll bet we could find the right formulas for you especially since our new product came out. Which would be better for you _____ or _____?

I don't use makeup...

I can appreciate that. I believe you will be really impressed with our skin care. I would really value your opinion and I believe you would have fun with it. Which would be better for you _____ or _____?

Let me check with my friends.

That would be fine, but if you talk with six different friends to find a good time, you may get six answers. Why don't we do this...let's go ahead and schedule a time that would be good for you first since you're the one I'm getting with. Then let your friends know when you're having it and if they can come, great. Either way I'll be there for you. Which would be better for you _____ or _____?

I don't know anybody to invite...

Well _____, let's brainstorm. What about your neighbors? Coworkers? Relatives? Kid's friend's moms? Church members? Who do you know that needs help with their makeup or who needs a girl's night out? (Keep going until she starts thinking of people) Which would be better for you _____ or _____?

Text Booking Scripts

1.

General Script:

Hi _____! I'm n a contest w/Mary Kay 2 have 15 women, this week & next, try r Award Winning TimeWise Skin Care Line & get their feedback. I wanted 2 give U a FREE GIFT if U will try it 4 me. It's Fun, Free, & No Obligation! Can I borrow U 4 this? God Bless, Casi

For Brand New Consultants:

Hi _____! I'm So Excited! I've just started my own Mary Kay business & I really need ur help! I need 2 practice & get women's opinion on r Award Winning TimeWise Skin Care Line. I wanted 2 give U a FREE GIFT if U will b a pract. Face 4 me. It's Fun, Free, & No Obligation! Can I borrow U 4 this? God Bless, Casi

Referral

Hi _____! U don't know me, but I'm friends w/ _____ & I need a favor & she said U were really nice & might help me out. I'm n a contest w/Mary Kay 2 have 15 women, this week & next, try r Award Winning TimeWise Skin Care Line & get their feedback. I wanted 2 give U a FREE GIFT if U will try it 4 me. It's Fun, Free, & No Obligation. Can I borrow U 4 this? Plus, _____ will get a gift as well. God Bless, Casi

Warm Chat

Hi _____! U may not remember me, but I met U @ _____ & I need a favor & U were really nice & I thought U might help me out. I'm n a contest w/Mary Kay 2 have 15 women, this week & next, try r Award Winning TimeWise Skin Care Line & get their feedback. I wanted 2 give U a FREE GIFT if U will try it 4 me. It's Fun, Free, & No Obligation! Can I borrow U 4 this? God Bless, Casi

2.

When they reply...."Yes"

GREAT! Thank U so much! We can do this 1 of 2 ways. It can just b me & U, OR, u can invite some girlfriends 2 join u (free 4 them) & n doing so,...U will earn a 2 GIFTS instead of 1. Which do you prefer?

If they reply...."No"

No problem. Do u know of anyone who would b interested n a Free Facial that would b willing 2 help me out? In fact, if u can give me @ least 5 referrals 2 help me, I would Love 2 give u a GIFT 4 helping me n that way.

3.

When they reply...."Just me and you"

Sounds Great! I have Tues. Night, the _____ at 6:15 or Sat. morning, the _____ at 9:30. Which works best for you?

- For individual facials, always offer your Weekly Event or Glamour Shots as an option. That way you can book several individuals for that same time...making the best use of your time.

When they reply...."I would love to invite my friends"

Perfect! What works best 4 u, during the week or on the weekend?

- Always give them 2 options. For Ex: If they say on the weekend is best, you can then say,..."I have Sat the _____ at 10am or 2pm. Which do you prefer?"