

BUSINESS DEBUT

INVITATION TO FOLLOW UP SCRIPT

HOW TO CONFIRM YOUR GUESTS & WORK YOUR FOLLOW-UP FULL CIRCLE!

Hi _____ this is ____! Do you have a minute to talk? Great! Well I promise to only take a couple of minutes! Did you receive the invitation that I sent you in the mail? It's really going to be a great day and I am so excited about my NEW Business! The program will only last about an hour to an hour and a half, and I have to tell you, I'm really looking forward to having you here because...She is coming for YOU, not to meet your director or recruiter, not because she excited about MK. So you want your reason for inviting her to be about her. It may sound like this...(you have always been an important part of my life and this is a big day for me and I couldn't imagine you not being there, OR, I'm making your favorite dessert...just remember, she is coming because of her relationship with YOU. This is my formal introduction as a new Mary Kay Beauty Consultant and the Grand Opening of my New Business! Listen _____, its by reservation only because we have limited space...so can I count on you to attend? (You say GREAT no matter what the response)

If she says YES: Confirm the date, time and directions and thank her for supporting you in your NEW Business!

If she says MAYBE or NO:

Since

(if maybe, we're not sure you'll not be able to come)

(if no, you'll not be able to come)

this gives me the opportunity to let you know what I am working for and how I could use your help. Part of my training is to find __ sharp women who will be willing to invite a couple of friends over and let me practice my skin care techniques on their face. For helping me out in the next TWO Weeks I will not only be presenting you with a special thank you gift, but you will have the chance to earn FREE product and I'll help you! Isn't that great? So, _____ can I count on you to help me out? GREAT! When would be a better for us to get together, early week or later in the week" (Set the time and date by continuing to give choices)

**PRACTICE THIS SCRIPT UNTIL YOU OWN IT! THE MORE
YOU SAY IT, THE MORE NATURAL IT WILL SOUND!**