

Calling people you don't know who are invited to a class:

Hi _____ this is _____ (do not say "with Mary Kay"). I don't think we've met , but _____ gave me your name. She helped me with a Mary Kay project (explain BRIEFLY what she did) and it meant a lot to me. As a thank-you to her, I am hosting a get-together for her and she gets to have 5 friends come. Each friend gets \$10 in free product and a buffet dinner and she picked you as one of her five (say it like it is a really neat thing and then pause to hear her positive reaction). We were hoping you could join us Wednesday night at 6. (wait for her response).

Calling people you don't know to book them individually:

Hi Bonnie, this is Brittney Berger. I don't think we have met, but I am a friend of Angie Howard's. Angie is helping me with a Mary Kay project and she thought you might also be willing to help out (explain the project briefly). I have run out of faces and have resorted to calling complete strangers for help (laugh). I was hoping I could borrow your face either this week or next (wait for her response)