

Booking Script with Roses

Hi, This is _____ with Mary Kay, You entered a drawing at (name of restaurant) on Valentine's Day...(she'll comment here).

Well, I'm calling to let you know that you are one of my LUCKY WINNERS !!! You have won a (\$10.00) gift certificate in FREE product...anything you'd like. AND a FREE pampering session of your choice. Let me tell you the three that I am doing this month and you can pick the one you think sounds most fun.

1. Microdermabrasion (Microderm)...are you familiar with Microderm? (If no)...They are doing it in Dermatologist offices, it is one of the best things going right now! It is a deep exfoliant that works INSTANTLY. You will see and feel a difference in your skin when you leave!

(Only say the next line if you know they are married.) The only problem is the men love it as much as the women so you'll have to hide it from your husband.

2. Spa and Pedicure Pampering Package...we do feet and legs! It will feel like you just paid a bundle for a pedicure.

3. Glamour Pampering.... This is full glamour eye application techniques. We will be using the newest colrs and products of of the season!

Which one sounds like the most fun?...(she'll tell you).

(LOOK AT YOUR CALENDAR AND GO FROM THERE. and

...good choice, you are going to love your pampering. I am doing a (microderm/pedicure/glamour) pampering session this Sat. at 10am, does that work for you? Great! I hold this session at the MK office which is 2017 W Commerce Way in West Haven

I need to get your address so that I can send your gift certificate and map as well as my business card.

Feel free to bring friends with you and I can triple your gift certificate to \$30 if three friends come along (they just have to be at least 21).

PUT PACKET TOGETHER NOW! SEND TODAY OR TOMORROW.

Packet: Look Book (If you have last quarters, get rid of them this way.)

Gift Certificates: 2 certificates, One for \$20 and one for \$10

On the \$20 certificate – write her name on it (ie: Brigitte), and on the \$10 certificate – write “friend” on it.

Take the Look Book (LB) and place the two gift certificates (GC) on top – so you can see them both.

Put your card in the middle of LB and GC and STAPLE.

Fill out their appointment card with map to the training center and slide under business card. Write a hand written note

and tell her how excited you are to pamper her and her girlfriend.

These packets usually cost me \$.83 to mail.

If you book them too late to send it through the mail ...HAND DELIVER THE BOOKING PACKET TO THEIR OFFICE or HOME!!!! (I call to make sure they received it if I did not speak to them when packet was dropped off.)

You build a rapport with them for going the extra mile!