

SCRIPT FOR BOOKING YOUR PERFECT/POWER START

Hi, _____, this is _____. Guess what? (**let her answer**) I just started a new business! (**let her talk**) I just became a consultant with Mary Kay Inc.! (**let her talk, chit-chat for a bit**). I'm really excited and scared to death. I need a favor and thought of you because I knew you'd laugh with me and not at me.

I'm calling to see if you'll let me borrow your face to practice on? (**Wait for her reply**) Great! I knew I could count on you.

Let me tell you the dates I have available so you can pick what's best for you. I have _____ (date) at _____ (time) OR _____ (date) at _____ (time). Which of those is better for you?

You know _____ (**her name**), as part of my training, I need to do 15-30 practice facials in the next 2 weeks to learn my presentation and technique. I can do up to 6 facials at one time. (wait for response)

Who else can you think of who might be willing to let me practice on them at the same time? (**WAIT FOR AN ANSWER!! Keep saying "anyone else?" until she can't think of anymore. Then say....**). I know it's hard to come up with people on the spot, so I'll tell you what... if you can put a list together, I'll mail them all an invitation...if 3-5 of them decide to come I'd be in a position to give you some free product for bringing them. How does that sound?

OK—now I need to ask you a couple of quick questions about your skin type so I can have the right products ready for you. (**Profile her using your customer profile**). I'll need to get the same information from everyone else who decides to come to the class too. Can I get your guest list later today or would tomorrow be better? What time should I call you? What # should I call? Great! I'll need names, addresses and phone numbers for those you decide to invite okay?

One last thing, _____ (**her name**), these are my training classes and **I have to hold** them during a certain period of time **to get credit**, so I want you to know I'll keep this appointment no matter what. Can I count on you too? Great! Thanks again for helping me out. I promise it will be a lot of fun!