

COMMON SCRIPTS

INVITING MODELS: (ASSUMING YOU HAVE ALREADY WARM CHATTED THEM).
HI _____, THIS IS _____, WITH MARY KAY COSMETICS AND I MET YOU AT _____ EARLIER TODAY, DO YOU REMEMBER ME? GREAT! DO YOU HAVE A QUICK MINUTE TO SEE IF WE CAN COORDINATE SCHEDULES? GREAT! NOW WE WILL BE DOING ABOUT 1 ½ OF SPA/PAMPERING TIME INCLUDING A BOOSTER FACIAL, EYE ZONE THERAPY, MICRODERMABRASION TREATMENT, AND HAND & LIP

THERAPY! (Ask her to write those “key” words down) ISN’T THAT EXCITING?! _____, CAN YOU THINK OF A FEW GIRLFRIENDS THAT WOULD LOVE TO BE TREATED TO A LITTLE SPA TIME AS WELL FOR FREE? GREAT! I WOULD LOVE TO GIVE YOU \$10 IN FREE PRODUCT FOR EACH ADULT, NON-MARY KAY LADY YOU HAVE WITH YOU, UP TO 10! THAT COULD MEAN \$100 IN FREE PRODUCTS! HOW DOES THAT SOUND?! (Suggest that she invite who she can and then ask them to each bring one friend with them to get your numbers up). WOULD A WEEKNIGHT OR WEEKEND WORK BETTER FOR YOU? GREAT! WOULD _____ OR _____ (DAY) BE BETTER FOR YOU? GREAT! _____ OR _____ (TIME)? GREAT!
OKAY, I WILL CALL YOU BACK TOMORROW MORNING FOR YOUR GUEST LIST. I WILL JUST NEED THEIR NAMES AND DAYTIME AND NIGHTTIME PHONE NUMBERS TO CALL AND ASK THEM A FEW QUICK QUESTIONS ABOUT THEIR SKIN AND ANY SPECIAL NEEDS THEY MIGHT HAVE. REMEMBER TO USE THOSE “KEY” WORDS TO DESCRIBE TO YOUR FRIENDS WHAT “YOU” ARE TREATING THEM TO. PRESENT IT AS A GIFT FROM YOU TO YOUR FRIENDS AND FAMILY, OR WHOEVER YOU INVITE. LET THEM KNOW THAT “MAYBES” DON’T COUNT AND THAT YOU NEED A FIRM COMMITMENT FROM THEM. ALSO, LET THEM KNOW THAT THIS IS A “LADIES NIGHT OUT” AND THAT NO CHILDREN ARE ALLOWED. YOU ALL WANT TO RELAX AND ESCAPE, RIGHT?! OK, _____, I WILL CALL YOU AT _____ TIME TOMORROW MORNING. HAVE A WONDERFUL DAY!

WARM CHATTING: EXCUSE ME. MAY I OFFER YOU MY BUSINESS CARD? (Wait for a response, which is usually a “yes” or “what for” or “sure!”)
MY NAME IS _____, AND I AM A _____-WITH MARY KAY COSMETICS AND I WAS WONDERING IF YOU WERE ON ANYONE’S MAILING LIST WITH MARY KAY? GREAT! (If she says yes, then ask who her consultant is and remind her to look for the next mailing with the great sample.If she says no, then process as follows) WOULD YOU LIKE ME TO PLACE YOU ON MINE...(Keep going)...YOU WILL RECEIVE A BROCHURE WITH OUR LATEST AND GREATEST SAMPLE EACH QUARTER AND IT KEEPS YOU UPDATED WITH THE LATEST TRENDS, FASHIONS, LOOKS AND THE HOTTEST PRODUCTS ON THE MARKET FOR THE QUARTER! (Now she gives you her yes!) JUST FILL THIS OUT REAL QUICKLY SO I HAVE ALL YOUR INFORMATION AND I WILL GET YOU ADDED RIGHT AWAY! (Hand her a skin care survey [found under “surveys” in my unitnet trg. ctr.] and review all the info when she hands it back. It gives you an opportunity to be sure to be able to read her writing and get all of her phone numbers...also to see what she marked for the “giving your opinion” question. If she put a “yes” there, then tell her you will try to get her called later today or at the latest, this week. Of course, you are going to do your best to call her that same day!!!!!!! You will book many more by calling the same day!!!)
THANK YOU, _____, I WILL TALK TO YOU SOON. HAVE A GREAT DAY!

SCRIPT FOR OFFERING TIC-TAC-TOE SHEETS: HI, _____, THIS IS _____, WITH MARY KAY. HOW ARE YOU? HEY, I HAVE A CUTE LITTLE REFERRAL GAME I'M RUNNING THIS MONTH FOR ONLY 5 OF MY BEST CUSTOMERS. I SELECTED YOU BECAUSE I KNOW YOU KNOW A LOT OF WOMEN. WOULD YOU BE INTERESTED IN EARNING 9 FREE MARY KAY PRODUCTS?!!!! GREAT! HERE'S HOW IT WORKS. THERE ARE 9 SLOTS FOR REFERRALS. EACH REFERRAL THAT SCHEDULES A FREE MAKEOVER AND PAMPERING SESSION FROM ME, AS A GIFT FROM YOU, WILL COUNT TOWARDS THE APPROPRIATE GIFT. IT'S SO MUCH FUN! I'LL DROP THE SLIP BY TODAY, AND COME BACK TOMORROW AND PICK IT UP.

*****HOW TO CALL THE REFERRALS: HI _____, THIS IS _____, WITH MARY KAY COSMETICS, AND _____, GAVE ME YOUR NAME AND NUMBER. SHE IS GIVING YOU AN HOUR OF PAMPER TIME WITH MARY KAY AS A SPECIAL GIFT FROM HER. SHE SAYS YOU (GIVE A REASON HERE WHY SHE IS OFFERING THE GIFT TO HER. FOR EXAMPLE: YOU HAVE DONE SO MUCH FOR HER....) YOU COULD USE THE HOUR PAMPER TIME FOR A BOOSTER FACIAL, MICRODERMABRASION TREATMENT, EYE, HAND & LIP THERAPY! I HAVE _____, OR _____ OPEN NEXT WEEK. WHICH ONE WOULD BE BETTER FOR YOU?

BOOKING THE SECOND SESSION: (AT THE BEGINNING OF THE CLASS): WE WILL BE DOING THE FIRST SESSION OF TWO TONIGHT. TONIGHT WE WILL BE CONCENTRATING ON SKIN CARE OUR INCREDIBLE MARY KAY SPA TREATMENTS. AT YOUR SECOND SESSION, I WILL ARRIVE @ ½ HOUR EARLY AND HELP YOU WITH A WHOLE ROBERT JONES GLAMOUR LOOK. 2-3 EYE SHADOWS, BLUSH, LINERS FOR THE EYES AND LIPS, MAKING YOUR LIPS LOOK FULLER AND SEXIER, CONCEALING, CONTOURING TO MAKE YOUR FACE LOOK THINNER AND MORE OVAL, POWDER, AND ALL BASED ON YOUR FACIAL SHAPE AND COLORING!!! I'M GOING TO GO AHEAD AND PASS AROUND THE DIFFERENT GLAMOUR LOOKS TO CHOOSE FROM. THEN JUST WRITE DOWN WHICH LOOK YOU WANT TO DO AT YOUR SECOND SESSION ON THE TOP OF YOUR PROFILE SHEET. GO AHEAD AND WRITE DOWN A DATE AND TIME THAT MIGHT BE GOOD FOR YOU TOO. WE CAN TRY TO COORDINATE THAT AT YOUR INDIVIDUAL CONSULTATION. ANYONE THAT SCHEDULES WITH ME TODAY WILL GET \$10 OF MY MONEY TO SPEND AT THEIR GLAMOUR TIME!

***AT THE INDIVIDUAL CONSULTATION: (AFTER CLOSING THE SALE AND PUTTING THE MONEY AWAY): _____, I SEE YOU SELECTED THE _____ GLAMOUR LOOK FOR YOUR SECOND SESSION. YOU THINK THAT WEDNESDAYS ARE BEST @ 6:30. WOULD WED, THE _____ OR _____ BE BETTER FOR YOU? GREAT! I'LL CALL YOU SUNDAY THE _____ FOR YOUR GUEST LIST. (GIVE HER THE HOSTESS PACKET THEN, AND SHOW HER WHAT'S IN IT). (SHE GETS \$10 IN FREE PRODUCT FOR EACH GUEST UP TO 5 – 10, AS LONG AS THEY ARE ADULT, NON-MARY KAY USERS)

MOTHER'S DAY CALLS TO HUSBANDS: HI _____, THIS IS _____. HEY, I KNOW YOU PROBABLY NEED SOME HELP WITH _____'S MOTHER'S DAY GIFT, AND I KNOW EXACTLY WHAT SHE WOULD WANT! I COULD HELP YOU WITH IT

AND EVEN GIFT WRAP AND DELIVER FREE OF CHARGE. WHAT IS YOUR PRICE RANGE \$50, 100, OR 200? (GET HIS PRICE RANGE, AND **YOU** DECIDE WHAT TO WRAP FOR HIM. MAKE IT LOOK GREAT!)

PEARLS OF SHARING SCRIPTS TO BE FOUND UNDER “PEARLS OF SHARING”