

POWER START BOOKING SCRIPTS!

As a brand new Beauty Consultant, one of the most important things you can do is to learn the proper techniques of teaching the Skin Care Class at a Party. Practice makes perfect! Just as it would take you a week to ten days to learn the ropes at a “new job”, it will take you 5-10 Classes/Parties (15-30 faces) to become a Master Consultant! This program will allow you to have the MAXIMUM benefits based on the time and effort you put in! Your first POWER START will be the foundation of your business and it has become the Standard of EXCELLENCE for our Unit!

Practice These Scripts. The more you practice them and own them, the more they will sound like you! Booking 8 to 10 parties will ensure that you will hold 5, even when they are booked with friends and family! Tip from the top: book twice as many parties as you want to hold.

Booking Your Skin Care Classes/Parties:

“Hi _____, this is _____ calling! I am so excited! I couldn’t wait to call you! Do you have a quick minute? Great! You are never going to believe this – I’ve just started my very own business with Mary Kay and part of my training is to get 30 women’s opinion of the latest products during the next 30 days! _____ you were one of the FIRST people I thought of (give reason why)! Is there any reason why you couldn’t help me out by letting me borrow your face and get your opinion of our products? Great! What works best for you nights or weekends? (Book a date and time). _____, would it be possible for you to find a couple of extra girlfriends to join you? It would really help me get closer to 30! Who do you think you might invite? If it’s okay I would love to give them a call and get their skin type (oily, dry, combo, normal) before we get together. (Get her guest list names and numbers, then call to pre-profile them with the script below).

Tentative Booking Approach:

(If she says—let me check my calendar and call you back or let me check with my friends and call you back, then you say...)

“_____, that sounds great, why don’t you take a couple of dates that work for me to see what is best for you. I have (give two date and time options). Do either of these sound better for me to pencil your name in? That way, I have you in my calendar and if something comes up for you or for me that we can switch the date to a better time.”

Pre-profiling a Guest Script:

“Hello _____, this is _____ and I am a Mary Kay Beauty Consultant. I got your name and number from _____. I understand that you will be attending a Party at her home on (date and time). Do you have a quick minute? I just want to ask you a few questions.” (Then you are going to ask her the questions that appear on the Profile Card).

Guest Event Invitation Script:

“Hello _____, this is _____. Do you have a quick minute? Great! Listen I am so excited we have an incredible guest event on the (date) at (location), and I would love for you to come as my special guest. You would be my face model and just for coming we give away special prizes! Is there any reason why you couldn’t come? Great! I will pick you up at (date, time and location).”

Warm Chatter Scripts

Excuse me, has anyone ever given you a business card with Mary Kay? Well, I just couldn’t help but notice how beautiful your (skin, eyes, hair, purse, child). My name is _____, and I’m looking for a skin care model. I have a huge goal to get 30 opinions of sharp women on our product, and I would just love to have your opinion! Would it be okay to give you an invitation? (Give her your business card with the next event information on it). Her is my name and number and the information is on the back. What was your name? Nice to meet you. What is a good number to make sure this day works out great for you? Great! I will call you tomorrow to make sure you can attend.”