

Script for obtaining referrals during skin care class (after skin care & before color):

This would be a great time for a FREE gift! . Is that ok with everyone? Great.

Pull out your pink Customer Profile Card and flip it over to the back. Now, don't start yet! I want you to write down the names of the 5 most underpampered, overstressed, overworked women you know who really deserve some pampering. Now, keep your pen off the paper! No cheating!:))

Let me give you a couple of ground rules. It is not cheating to use your cell phone or address book. These ladies need to be at least 18, not sitting at this table & to your knowledge they don't have a MK consultant.

This is a gift to your friends. So you can only write down 5 of your favorites who could really use some pampering. I'll be giving them a gift & a gift certificate in your name and it won't cost you a dime. So think about who's having a baby, a birthday or anniversary coming up, etc.

Go ahead and pull out your cell phones to help you with the numbers. I'm going to run to the other room and get a gift for the person that writes down their 5 the fastest. On your mark, get set, go!

Referral script to follow-up with leads:

Hi Suzie! This is Sheila . I'm friends with Mary your sister in law. Can I ask you a question? Is it your Birthday, anniversary or special occasion? No-Well I thought it must be because I have a gift for you. I'm also Suzie's Mary Kay consultant. She's treating you to a free gift, a deluxe pampering session and a gift certificate in her name. Isn't that exciting? I'm calling to get that scheduled for you. Would this Thursday night or Sat. morning work better for you? (give 2 options and continue until booked)

If you reach an answering machine leave a very general message

Hi! This is Sheila I'm Mary's friend. I'm calling with something fun! Call me back at #

2nd attempt reaching a machine

Hi! This is Sheila I'm Mary's friend. I have something fun for you. I'll give you an extra \$10 gift certificate if you call me back within 48 hours. You can reach me at #....