

Booking Scripts

Thank you to the many directors that have contributed with their scripts and ideas.

You will find enclosed many booking ideas and scripts. This is not intended to overwhelm, but instead to be an additional reference to all of the marvelous training on the www.marykayintouch website and the consultant's guide that was included in our Starter Kit. Take what you like and delete the rest.

Booking Scripts

Beginning Your New Business:

Hello ____, this is _____. I'm really excited about something; do you have a quick minute to chat? Great! I've just started my own business with Mary Kay! As part of my training, I'm going to be pampering 30 women to a makeover in 30 days. I could really use your help and would love to show you the latest and greatest in Mary Kay. Is there any reason why we couldn't get together and you give me your opinion of my presentation and of the products? You'd be helping me with my training and I also will have a "thank you" gift for you. Grab your calendar and let's set a date. Which is better for you, weekday or evening? (or you can actually give her a choice of two times you have available)

New Year Booking Script:

Hello ____, this is _____. Happy Holidays! (Chat for a second). You know what, I wanted to call you real quick because I was going through some of my reports from this past year and I wanted to do something very special for all of my customers who purchased \$100 or more during this year. Did you realize you have purchased \$_____ in Mary Kay products? (they laugh or say something like you're kidding!) Because you are such a great customer, I would love to thank you and ask for your opinion! We are launching a brand new _____ (line of lip glosses or a new product _____) and I need to get the opinion of 30 women in the month of January and turn my results into my director. I would love to treat you to a New Year's Makeover and get your opinion of our new products. Does that sound fun? Here's the really great part ... any of my customers who want to share their New Year's Makeovers with four adult women who don't have a Mary Kay consultant are going to receive \$75 in free products AND you will receive a 15% discount on all your reorders for the entire year of 2012!

(Pause and wait for either a response or a long pause)

Yeah – it's just for having a makeover and sharing it with four fun friends and giving me your honest opinion of our new products! Let's get a date down and time because I only have a few dates left. All of my customers who qualified for this special are very excited about getting their free product and yearlong discount. (book the date and time by offering a couple options to her).

How about I call you back on ____ at ____ and I can get the names, addresses and phone numbers of your friends you have invited to share your makeover with. I will send them a quick reminder note and give them a call or text to ask them a couple questions about their skin and colors so I can be more prepared for our appointment. Your friends will also get a free gift from me for giving their opinion of our new products; but you will be getting \$75 in free product and 15% off your reorders all year long!

(If you don't have a customer base to do this with, you can say "My director gave me permission to run this incredible special with only ten (or whatever number you want) of my favorite people and I selected you to offer it to.")

100 Faces Booking Script:

Hello ___ this is _____. If I don't talk to someone I just might burst from excitement! I am in a project with Mary Kay that excites me so much and I have NEVER participated in anything like this since I joined Mary Kay. I've been asked to put together a BEFORE and AFTER portfolio of 100 women who will model one of our new Winter Looks ... and the part I've never done is ... it's a FACE RACE that must be completed by March 31st. (or whichever three months you select).

WOW ... that's about 33-34 faces a month and the clock is ticking! Is there any reason why I cannot feature your _____ (darling, beautiful, cute, fabulous eyes or great smile) in my Model Makeover Portfolio? I'll be sharing my completed project with my Mary Kay Sales Director soon after I'm finished. Because of the time crunch, I'm offering all of my 100 special models a free eye shadow (or lip gloss or whatever you choose) after we complete our model hour session together. Of course, you may have a set of the BEFORE and AFTER pictures or just the AFTER if you choose, and with your permission, I'll feature your photos in my portfolio.

_____ (her name) it's just as easy for me to do four or five women at the same time as you, so for each guest you have (18 or older who doesn't already have a Mary Kay consultant) I'll give you an additional eye shadow for helping me reach this goal.

What's best for you ... day or evening? I can't wait to get all of my faces scheduled and completed for this amazing assignment! Can you tell I'm so very excited about this portfolio project! Wait until you see the four looks you can choose from: Flawlessly Flirty; Romantic Blush, Artful Allure or Sweet Sophistication. (these are the four looks in the current Look Book.)

Calling an Acquaintance:

_____ (her name) you've been on my mind! You are such an attractive woman (or give her another sincere compliment). I'm building a Portfolio and I'd love to feature you in it. We can do this one of two ways. If you'll join me _____ evening (or whenever your weekly success meeting is) from _____ (time) at _____ (the address of your weekly success meeting) you'll receive a gift for modeling.

Or if it would be more convenient for me to come to your home, let's pick a date and time convenient for both of us. Is daytime or evening better for you? (then proceed to get a date and time)

SET THE DATE, THEN SAY

Feel free to share your makeover with four or five friends if you'd like and I'll have a "thank you" gift for each of them also. Because you will be sharing your makeover with some of your girlfriends, you will also receive hostess credit.

Warm Chattering:

"Here this is for you". (hand them your business card or a beauty book and a sample or color card). (Give a sincere compliment i.e. you have been so helpful; or I couldn't help by notice your flawless skin or beautiful

eyes; or I love that outfit or hair doo etc.) I would love to feature you in my Portfolio. I see you are very busy right now... if you will jot down your contact information right here I will be happy to contact you when I have an opening. (hand her the other side of your business card along with a pen so she can fill it out). (Or if she is not busy and seems willing to talk, go ahead and pull out your datebook and schedule the appointment right then.)

NOTE: Whenever you schedule an appointment for a Portfolio meeting, take their picture with your telephone or another digital camera and ask them if they would like a copy and you can email it to them for their files.)

Warm Chatter/Thank you gift:

You've been (such a good friend, so helpful at work, terrific helping me pick out this dress, such a support to me etc.) as my thank you I have a gift for you! I am a Beauty Consultant with Mary Kay and I would love to pamper you to a makeover and a \$10 gift certificate to spend at your makeover. Please jot your contact information here (at the same time you are talking pull out your pen and contact info card for her to write on) and I'll contact you to arrange a time for us to get together and spend your gift certificate. (If she is not in a hurry then pull out your datebook and schedule a date and time right on the spot.) (attached are gift certificates you can always carry with you to offer when you are warm chattering).

It's just as easy to do one makeover as several so feel free to share your makeover with four or five girlfriends!

Booking with Guests at Meetings:

Utilize your weekly success meetings as an opportunity also for a selling appointment. Earn while you learn. If you bring five guests (and they don't have to know each other) then you have a party! After they have had their makeover at your weekly success meeting, sit down with each individually and ask her:

- 1) Did you have a good time?
- 2) How does your face feel?
- 3) Do you have any questions about skin care or color?
- 4) Were you interested in taking home your own personalized Basic Skin Care System or Miracle Set tonight? I have all the products in my car ready for you to begin your regimen tonight. How did you want to take care of that (find out how she wants to pay for it).
- 5) Write up her order on a pink ticket and then say: "We'll want to get together in a week or so for your check-up from the neck up and do a personalized computerized color and eye look. When we do, is there any reason you wouldn't want to share your makeover with four or five friends and receive hostess discounts? Great! What's best for you, day or evening? Etc. (If she does not want to share her check-up appointment with anyone else, say "then let's schedule you to come back here for your personalized computerized look next week. (You might also want to offer doing check-up appointments in your home too).

Inviting a Guest to your Success Meeting or Guest Event:

Hi _____, this is _____, do you have a minute? Great! I am very excited about an event that is coming up this Monday. My Director has asked me to bring a model for our (Skin Care Class, Eye Lash Clinic, etc.) I'm looking for someone with (beautiful eyes, red hair, warm smile etc.) and I immediately thought of you! You would have the opportunity to have a makeover and then give your opinion of the new Look. I would be honored if you would model for me and I think you will have a lot of fun. As my thank you I will have a special "thank you" gift for you. Tell me, is there any reason why you couldn't be a model for me this Monday or would next Monday be better? (if possible, offer to pick her up.) Offer her the opportunity to bring a girlfriend along with her by saying: "Feel free to bring a girlfriend along with you and receive a gift from my Director for sharing your makeover."

Correct Booking Approach:

(At the end of every party when you are closing individually with each guest you will want to select your future hostesses and say) "At every party I always select a few ladies that I would most like to have as my future hostesses, and today I've selected you because (compliment her: you are so outgoing; you wear our product so well; you are so much fun to be around; you are the sparkler, etc). Tell me, when we get together for your check-up makeover, is there any reason why you couldn't share it with four or five friends because I think you'll be a terrific hostess!) When is the best time to get together next week – Tuesday evening or day? Etc.

Tentative Date Booking Approach:

When someone at a party shares that they need to check their calendar and get back to you or check with their friends before they can schedule a time to get together reply with "Well why don't we do this. Let's set a tentative date with the understanding that if it turns out that it isn't convenient then just give me a call and we can set another date or time. This way _____ (hostess name) get's credit for your booking today." As soon as you set a tentative date, it ceases to be tentative because you are going to coach it as a firm date.

Booking a 15 minute appointment:

This is a great alternative if someone says they are too busy to have a makeover. "I would love to stop by for just 15 minutes to show you _____ (whatever item you have called her about – skin care supplement, lipstick, lip gloss, fragrance etc.) You'll be able to try the product on the back of your hand. Would it be better for me to stop by _____ or would _____ be better? (Offer two choices: after work, on your lunch hour, before work, in the evening, etc.)

Booking a Referral:

- 1) Hi _____ this is _____ with Mary Kay. You and I have a mutual friend named _____. She has given you the gift of a complete glamour makeover and Satin Hands pampering session. Doesn't that sound wonderful! Besides the complete glamour makeover and the Satin Hands pampering session, she wanted to appreciate you as a treasured friend to her by also giving you a beautifully wrapped gift and a special hand written note from her. I promised her I would call you within 48 hours so that we could get together for your gift and pampering session. When's a good time to get together (give her a choice of two times).
- 2) Hi _____ my name is _____. We haven't met yet, but your good friend (sister, daughter etc.) _____ is a very special client of mine. I am a consultant with Mary Kay and _____ has arranged for you to have a special pampering session. She has also included a gift certificate which you can use towards the purchase of anything in our product line. This special pampering session takes about 30 minutes and I would love to go ahead and schedule a mutually convenient time for us to get together so you can receive your gift from _____. Which is better for you, daytime or evening? (Schedule the appointment) Then say: _____ I know sometimes it's fun to include a friend and if you would like to have someone join you, I'd be happy to give her a complimentary makeover as well. Just let me know before we meet on _____ if you'd like to share your makeover with a girlfriend so I can be prepared with an additional set-up.

Booking an E Party:

This is a great alternative for someone who lives out of town, or doesn't want to schedule a party. "How would you like to earn some free products without having a party? Great! All you have to do is take orders from family and friends during the next week and you'll earn \$10 of free product for every \$100 you sell. Would you prefer to send an email and people order from my web page or would you like to have samples and catalogs to take to work?" *(If she prefers an E party, log onto www.marykayintouch.com and click on "Business Tools" then click on "Beauty evite party planner" and follow the directions. In order to utilize this fabulous tool, you must have entered into "mycustomers" the name and email address of everyone she wants to receive the evite to log onto your Mary Kay website.)*

Booking with a Before and After Portfolio:

Hi this is _____ with Mary Kay and I am so excited I just had to call you Do you have a quick minute? I am putting together a portfolio of my work that features sharp professional business women in our area (or a mother daughter portfolio etc.) You are one of my top choices on my list because _____ (you are so sharp, etc., give a sincere compliment) and I think you would be a fantastic asset to my portfolio. What I would like to do is to get together for about an hour where we'll do a makeover and I'll take a before and after picture. That way I can feature you in my Portfolio along with your business card as free advertising for you too. When is better to get together – day or evening etc. (schedule the appointment).

Before I get off the telephone, I want to let you know about a special program I am running this month for models only. Do you know any women who are burned out, stressed, under-appreciated, and under-pampered? For being a model – I'll give you \$75 of products for only \$25 if you include five women who fit that profile at your appointment. They won't get the same special treatment you are getting, but they will receive a wonderful facial and a neutral glamour look to try. PLUS it's always more fun with your friends...wouldn't you agree? They can also give us feedback about your new look. I'll send you a packet of info in the mail or would it be more convenient for me to stop by your office/home to drop it off?

Booking for a Weekly Challenge:

Hi _____, this is _____ with Mary Kay. I am so excited I just had to call you ...do you have a minute? Great! I am calling to ask a quick favor of you. My director has personally challenged me to hold _____ parties this week (or month) and I could really use your help! All it takes is to invite a few of your fun friends over, but not more than six, to sample the Mary Kay products. The party will only take an hour and you'll be updated on the latest in skin care, skin supplements and also get a chance to find out what colors are best for you! This will also put me in a position to give you some FREE products! Doesn't that sound fantastic? Let's take a peek at our calendars and pick a good time to get together. Which is best for you ...(give her two choices).

Getting Referrals from your Parties:

Tonight I am very excited to offer all of you an opportunity to appreciate a special friend of yours. Wouldn't you all agree that we never get a chance to appreciate our friends enough? Have you all enjoyed your makeover so far? Great! See this beautifully wrapped gift? It's a _____(show and explain). I am going to pass out one gift card that you can write a personal note to the friend whom you would like to appreciate. I will call her in the next few days to let her know I have a gift and personal note from you for her! Besides the gift, I will offer the same treatment you had tonight – just as a way of building lasting friendships. I want you to also know that at every party people ask for more than one card in order to celebrate with several girlfriends so if you do need more than one card, please feel free to take it. I can tell you that those that receive these gifts are overjoyed and are very touched! So I'll pass out the cards and you can write your note on side one. One side two, write your friends name and phone number.

Booking Power or Perfect Start:

Hi _____, this is _____. I'm really excited about something, do you have a quick minute? Great! I've just become an entrepreneur and small business owner with Mary Kay! I'm in the training phase of my career and as part of that training, I am looking for 30 women over the next 30 days to practice on and I

immediately thought of you because _____ (and give her a sincere compliment). Is there any reason why we couldn't get together with yourself and five or six of your friends? As an appreciation for you helping me in this phase of my training, I have a "thank you" gift for you at the time of your party. Let's grab our calendars and pick a date over the next two weeks. Is the day or evening better for you?

Text Booking:

1) GENERAL SCRIPT

Heh Girl! I'm n a contest w/Mary Kay 2 have 15 women this week & next, try r Award Winning TimeWise Skin Care line & get their feedback. I wanted 2 give U a FREE GIFT if U will try it 4 me. It's fun, free & no obligation. Can I borrow U 4 this?

a. FOR BRAND NEW CONSULTANTS

Hi ____! I'm so excited! I've just started my own Mary Kay business & I really need ur help. I need 2 practice & get women's opinion on r Award Winning TimeWise Skin Care line. I wanted 2 give U a FREE GIFT if U will b a pract face 4 me. It's Fun, Free & no obligation. Can I borrow U 4 this?

b. REFERRAL

Hi _____. U don't know me, but I'm friends w/the awesome _____ & I need a favor & she said U were really nice & might help me out. I'm n a contest w/Mary Kay 2 have 15 women this week & next, try r Award Winning TimeWise Skin Care line (or free mineral makeovers) & get their feedback. It's Fun, Free & no obligation. It's super fast & I wuld come 2 U! Can I borrow U 4 this?

c. WARM CHAT

Hi ____! U may not remember me, but I met U @ ____ & I need a favor & U were really nice and I thought U might help me out. I'm n a contest w/Mary Kay 2 have 15 women this week & next, try r Award Winning TimeWise Skin Care Line & get their feedback. I want 2 give U a FREE GIFT if U will try it 4 me. It's fun, free & no obligation. Can I borrow U 4 this?

2) IF THEY REPLY WITH A 'YES'

GRT! Thank U so much! We can do this 1 of 2 ways. It can just b me & U, OR, u can invite some girlfriends 2 join u & n doing so U will earn 2 GIFTS instead of 1. Which do you prefer?

3) IF THEY REPLY WITH A 'NO'

No problem. Do u know of anyone who would b interested n a Free makeover that would b willing 2 help me out? In fact, if u can give me @ least 5 referrals, I would love 2 give u a GIFT 4 helping me n that way.

4) WHEN THEY REPLY 'JUST ME AND YOU'

Sounds grt! I have Tues night the ____ at ____ or Sat morning the ____ at _____. Which works best for u?

5) CONFIRMATION MESSAGE

I look forward 2 seeing U Tues. @ 6:30 pm 4 ur makeover & 4 U 2 pick up ur free gift. U can bring a friend along 2 share n Ur makeover, if u'd like. C U @ (enter the address)

MARY KAY®

Gift Card

\$ 10.00

Redeemable only for Mary Kay products with the consultant named on the back. This card has no cash value.

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