

### **Script to Call a Referral**

This is a name you got from a Customer, but you have never met or talked to the person you are calling

Hi, this is \_\_\_\_\_ is \_\_\_\_\_ available please. Hi \_\_\_\_\_, I'm a friend of \_\_\_\_\_ do you have a quick minute? Great, I work with Mary Kay, and I gave \_\_\_\_\_ a complimentary facial a few days ago, and we had a great time trying some of my products. Before our appointment was over \_\_\_\_\_ gave me your name and phone number, and said your really busy but lots of fun, and thought that you would also enjoy and complimentary facial. So I wanted to call you and offer this present to you from \_\_\_\_\_, and see if a weekday or weekend work better for us to get together for you to redeem your gift? 11am or 2pm? Is there any reason why you couldn't invite a friend of two to join you? Its much more fun to have a facial with a friend, and I can give you some free products! Great! see you then, I will be in touch a few days before our appointment to confirm! Thank you so much.

You always want to ask if this is a good time, I do this by asking if they have a minute, or a quick second. It's less intimidating. Once they give you permission to talk, (you want to keep talking until you get to the line "does a weekday or weekend work better for you? This does not allow them a chance to say no yet! If they say no, ask if they mind sharing why. Then use the "Overcoming Booking Objections" did they have a bad experience in the past (a reaction etc), too expensive, don't have time, want to check with friends, etc. Read from that script then! have these papers at your fingertips to use right away if you get an objection. If they say they have a consultant, say something like: "That's great \_\_\_\_\_, I'm so glad you are using our products! Have you tried the new \_\_\_\_\_ yet? If she says no, encourage her to call her consultant and ask her to try it, the consultant will appreciate her customer being sent back to her and getting a potential sale! This is the Mary Kay way, we do not want to take other consultants customers! ☺

### **Script to make bookings**

This is for your power start, to put products on 30 faces in 30 days. You can also change a line or two to say "I'm working on a contest, the contest is...and I could really use your help"

Hi, this is \_\_\_\_\_ is \_\_\_\_\_ available please. Hi \_\_\_\_\_, do you have a quick minute? Great, I'm so excited to call you and tell you that I have just started my very own Mary Kay business! I really love the products and its a great company, but I need your help. I'm just getting started, and I need to practice my presentation. Is there any reason why you wouldn't let me give you a complimentary facial, and would you please give me your opinion of the products!? There is no obligation to buy anything. Does a weekday or a weekend work better for you? Awesome! I have one more thing to ask you. Is there any reason why you couldn't invite a friend of two to join you? Its much more fun to have a facial with a friend, and you will help me reach my goal of practicing on 30 faces in 30 days, I can also give you some free products! Great! see you then, I will be in touch a few days before our appointment to confirm! Thank you so much.

(you don't want the person to feel obligated to buy something, so that is why we ask for their opinion of the products. also, the product will more than likely sell itself and you will leave with a sale. You can tell them on the phone that there is no obligation to buy anything! You can offer them a discount % off their order or a few \$ worth of free products if they have a friend join them.) Make sure you call to confirm a few days before the appointment. Once an appointment is in your datebook, you will want to send them an e-vite on Intouch, you can do this by adding an appointment, this will automatically take you to a screen where you can generate a email invitation the hostess can forward to their friends. You will also want to mail them a hostess packet. This can include whatever you choose. In general my hostess packets include: The hostess letter that includes the date and time of their appointment, and some tips to have a successful party! I also include the brochures that we order from the company: Girl's Guide to Getting Gorgeous, and How Inviting. You will also include 2-3 sales tickets and a catalog incase any of the guests they invite can't come, they can still place an order, and you will give the hostess credit for the order! I also include the "Secrets" paper. The Hostess letter, and Secrets paper can be emailed to you if you don't have it.

### **Networking Script:**

I'm so excited, we have just introduced a new service for our customers, would you be interested in some free advertising?

What we do is get together for a 45-minute pampering session and get your opinion of our brand new patent pending skin care line and we put together a daytime professional glamour look. I will take an after picture and get 10 of your business cards. Then I will introduce you and your business to 20-30 women a month at no cost to you. This is a great way for businesswomen do some networking for each other. You will be under no obligation and I do have a free gift for your time.

Would during lunch or right after work be more convenient for you? At your business, my house or your house? By the way, who do you know that might be interested in some free advertising?

### **Warm Chatting:**

Excuse me, I don't want to embarrass or offend you, but has anyone ever asked you to be face model for Mary Kay? They haven't, I am really surprised. I would be honored to be the one to have you in my portfolio, all we do is get together for a 45 minute pampering session, let you try our product, I will take a before and after picture and then have a free gift for your time. You would be under no obligation.

### **How To Book a Sharing Appointment**

Hi \_\_\_ this is \_\_\_ your Mary Kay consultant. I am calling to see how you are enjoying your products so far. Great! I have a crazy question for you.....Part of my training is to observe my Director sharing Company Highlights with 5 Sharp women this week. I couldn't help but think of you! \_\_\_ I know MK is probably not for you, and that's ok, even though I think you'd be great.... This is just to help me out with my training! If you would be willing to give us 20 minutes of your time, I would be willing to give you a gift of any product at 50% off just for helping me with my training! Is there any reason why you couldn't help me out? When would be a better for you...a 3 way call on Monday evening at 9:30 or meet over lunchtime?

### **Calling Referrals:**

Hi \_\_\_\_, this is \_\_\_\_\_. I am calling is because we have a mutual friend, \_\_\_\_\_. Do you have a quick minute? Great!!! I am calling because \_\_\_ wanted to give you a Mary Kay Gift of Pampering. I asked her who she knew that was over-worked and under appreciated, or just deserved to be pampered. She thought of you! She wants to give you a gift of pampering and a \$10.00 gift cert. to spend anyway you desire when we get together. What is your schedule like in the next week - 10days?

### **Calling Surveys:**

Hello, is \_\_\_\_\_ there? This is \_\_\_\_\_ with Mary Kay and was calling in response to the survey you filled out. You marked that you would be interested in one of our pampering sessions. Also, \_\_\_\_\_ told me that that your (Whatever her best feature is) would be a great addition to my portfolio, plus you are super busy and need to be pampered. (Pause) You would be under no obligation and I would have a free gift for your time.

### **Neighborhood Surveys:**

Hi! I am \_\_\_\_\_ your neighbor up the road and I am in a management training program with Mary Kay. My Director has challenged me to find out what women in my area are using for skin care. I only have 6 questions and a free gift for your time. (Then ask the questions from the survey and present her with a travel size hand cream or spa product)

### **MULTIPLE PHONE SCRIPTS**

Hi, \_\_\_\_\_, this is \_\_\_\_\_. Do you have a second? If yes, "Great!" If no, "When would be a good time for me to call you back?"

Select up to 3 of the following areas you would like to discuss with your customer before you get on the phone.

### **Customer Service**

You just popped up in my customer file for a courtesy call to check in with you on several things. (Ask only 1 question at a time, responding to each before going on.)

1. With the changes in the weather, have you noticed any differences in your skin, such as being too dry or too oily? (If so, then discuss options for products)
2. What will you be needing in skin care and color products to keep yourself looking beautiful this month? (Possibly suggest several items – foundation, mascara, etc.)
3. Do you have an adequate supply of body care products (such as lotions, shower gels, etc) and nail products? Make delivery/pick up arrangements. Be sure to give her samples to try!

#### Preferred Customer Program Follow Up

Susie, I'm so excited! You should have gotten a brochure in the mail from me in the last few days featuring all the newest products for \_\_\_\_\_. We have a great selection of \_\_\_\_\_. And best of all, we have a special gift with purchase when your order totals \$30 or more. You receive \_\_\_\_\_ absolutely free as a thank you gift from me! I am setting aside time to pamper my customers with a makeover featuring the new products or you can choose a quick 15-minute on the go appointment to just see what is new. Is there any reason why we couldn't get your makeover scheduled before my date book is full? If yes, schedule a time for a facial and then turn it into a class. If no, schedule a time for an on-the-go appointment. If she won't schedule anything, then say, "Do you want to run and check your supply of products so you can receive the \_\_\_free?"

#### Phone Lottery

Susie, I only have a second, but I am calling about something really exciting. It's the Mary Kay phone lottery! You have to play to win, right? So go check your products real quickly to see what you need, because everyone who places an order this evening between 7 – 9 p.m. will be entered into the game. At 9 p.m. I am going to draw a name from the lottery participants and that person will receive their order absolutely free! (or at a % discount, or \$20 in free product, etc.) Isn't that exciting? What are you needing this month to keep yourself looking beautiful so that I can enter you in the lottery?

#### Special Challenges

Susie, I have set some high goals for myself in my business this month and it is going well. But I need to hold 2 more classes (or whatever the challenge is) by the end of \_\_\_\_\_ and that will carry me to my goal of \_\_\_\_\_. I immediately thought of you because you are one of my special customers! All you would need to do is invite a few friends over to share a makeover, manicure, or beauty boutique with you. I know how busy you are and to show my appreciation, I am offering more than ever before to my customers who assist me with this challenge! You will receive your entire order for the evening – products for yourself, gifts for your friends and family – as much as you want ...no limit...for half-price! Is there any reason why we couldn't set a time for either this week or next to get together with your friends so you can take advantage of these savings?

#### Test Market Survey

Susie, Mary Kay has asked me to gather opinions and feedback on certain products in our line to assist in their research efforts. One of the products is \_\_\_\_\_, and I was wondering if there is any reason why you wouldn't be willing to sample the \_\_\_\_\_ and give me your opinion? All that is involved is that you use the product for \_\_\_\_\_ days and fill out a short written evaluation. To thank you for your participation, you are entitled to a 10% (or whatever you wish) discount if this is a product you fall in love with!

#### Referrals

Susie, I am expanding my business in the \_\_\_\_\_ area, and I was wondering if there was anyone you know in \_\_\_\_\_ that would enjoy a complementary makeover or manicure?

#### Booking From Referrals

This is \_\_\_\_\_ with Mary Kay Cosmetics and I was calling to let you know that a friend of yours \_\_\_\_\_ put your name in a drawing and you have won a free makeover or manicure and a \$10 gift certificate. And I was calling to see when we might be able to give that to you, which is better for you, daytime or evening? (Schedule appt) Which would you prefer, a makeover or manicure? If you want to have a couple friends share your appointment with you, I'd be happy to throw in another \$5, bringing your gift certificate up to \$15. Does that sound exciting?

#### Guests Unable to Attend a Class

This is \_\_\_\_\_ with Mary Kay Cosmetics. Do you have a minute? I'm sorry you weren't able to attend \_\_\_\_\_ class (manicure, or beauty boutique), you missed a really fun time! Because you had to miss a time to relax and be pampered, I am calling to offer you a free facial and makeover at a time that would be more convenient for you. I

would be happy to meet with you alone or if you would feel more comfortable inviting a few friends that would be fine too. This month I'm offering a \$10 gift certificate for those women who schedule and hold their appointments in the next 10 days. What would be best for you, this week or next? (Schedule appt) If you want to have a couple of friends share your appointment with you, I'd be happy to throw in another \$5, bringing your gift certificate up to \$15? Does that sound exciting?

#### Invitation to Unit Meeting

Susie, we have color and product training at my unit meeting, and our featured looks (or products) for next week are \_\_\_\_\_. As part of our training, my director has asked that I bring a model for the \_\_\_\_\_ look, and I immediately thought of you! I would be honored to have you as my special model and guest. Is there any reason why I couldn't pick you up at \_\_\_\_\_ on \_\_\_\_\_ and have you be my guest?

Susie, because you have been such an outstanding hostess (or such a wonderful customer) nothing would please me more than to introduce you to my sister consultants and director at our unit meeting on \_\_\_\_\_. And to thank you for your business and for being my guest, I would like to offer you a nail color of your choice as a gift. Is there any reason why I couldn't pick you up at \_\_\_\_\_ on \_\_\_\_\_?

Be prepared – if your desired guest has a conflict with a date, have several back up dates ready to offer her.

#### Invitation to Workshop

Susie, I am so excited that we are having a special class for customers at our wonderful workshop which is held at \_\_\_\_\_. Lots of color tips (or whatever is being featured)! A good lunch out with happy, excited women from all over the area is so much fun, and I would love for you to be my special guest! Tickets are \$\_\_\_\_ which includes lunch. I would like to offer you a \$\_\_\_\_ gift certificate which you can use toward any Mary Kay products! Is there any reason why you couldn't join us on \_\_\_\_\_.

Confirm time, transportation, and have her drop a check in the mail or pick it up.

#### Marketing Presentation\*

Susie, I am in training for a middle management position with Mary Kay and a part of my training is to present our career path program to \_\_\_\_\_ women this month. Mary Kay may or may not be something you would ever consider for yourself and that is okay, but I would appreciate your help with my training. As a thank you for listening, I would like to offer you any 1 product at \_\_\_\_\_ price (or whatever you want to give her). Is there any reason why we couldn't get together for a soda or cup of coffee and let me explain our career path program? All I need you to do is listen!

\*You could also use this approach with a challenge for people to listen to the Choices tape, Something More tape, the Consider the Possibilities video, or any other marketing tool we have.

#### New Consultant Booking

"Hi \_\_\_\_\_, this is \_\_\_\_\_ do you have a quick minute? The reason that I am calling is that I have just started a new business with Mary Kay Cosmetics and part of my initial training is to practice on 15 faces within the next 2 weeks. IS THERE ANY REASON WHY (very important to say it that way!) you wouldn't help me with my initial training in exchange for a free gift? I'd really appreciate the help!! It only takes about a half hour. Do you normally have more time during an evening or on a weekend?"

After you have the appointment in your date book, then say:

(THE BIGGEST KEY IS ENTHUSIASM!!! Let her know you are excited.)

"Do you know \_\_\_\_\_, I could really get the 15 faces done faster if you shared your makeover with a friend or two? Is there any reason why you wouldn't want to have a few friends over? It's more fun that way and with 3 friends, I can give you \$50 or more in FREE product as a thank you and for helping me with my training."

#### Secret Pal Referral Booking Strategy

Ask your guests for 10 names of friends who they would love to pamper with a "Secret Pal Pampering Package." Or, call ten customers or friends and ask for 10 names—that 100 new prospects!

"Hi, this is \_\_\_\_\_ with Mary Kay. I'm calling because I have a 100 face challenge from my director. She told me to call the 10 sharpest women I know and ask for the names of ten people who you would love to give an anonymous Secret Pal Pampering Package. I immediately thought of you because \_\_\_\_\_. They get a skin care and color consultation, and I'll give you a lipstick for helping me reach my challenge. Should I call you back or do you have your address book handy right now?"

Then, call your prospects:

"Hi, this is \_\_\_\_\_. You don't know me, but a friend of your has asked me to give you a call. She has a gift for you that she asked me to deliver to you. She doesn't want me to tell you her name because she doesn't want you to feel

obligated to get her something in return and she doesn't want you to think that's its because you need a makeover. But, I'm calling to let you know what the gift includes. It includes a product gift certificate along with a skin care analysis and color makeover. It takes about 45 minutes for the full consultation and I'm setting up my appointments for the next few weeks. Which would work better for you—an afternoon or an evening? (Offer 2 choices)

### **Custom Compact Booking Strategy**

Take a Custom Glamour Compact and fill it with 3 eye shadows, blusher, lipstick & applicators.

“Hi \_\_\_\_\_ this is \_\_\_\_\_, your MK Beauty Consultant. I'm so excited about a new promotion I'm having and I want you to be one of the first to hear about it!! You can receive the completely filled Custom Compact with 3 eye shadows, blushers, lipstick, and applicators, a \$52 value by hosting a skin care class during any day in the month of \_\_\_\_\_. You will pay the price of the day you book the class! So, if you book on the 1st, you pay \$1.00, when you book on the 10th, you pay \$10, and so on. The class will need to be held on the day booked and not changed, have 3 adults not using MK, and a min. of \$100 in sales. What day would work for you? I have the 4th, 8th, and 11th still available. What works for you and a few friends?”

### **Portfolio Referral Booking Strategy**

Hi \_\_\_\_\_ this is \_\_\_\_\_ calling. You don't know me but \_\_\_\_\_ suggested that I give you a call, do you have a quick minute? The reason that I am calling is that I am working on a company project, I teach skin care and color cosmetics with the MK corporation and the company has asked me to put together a before and after portfolio with our new lipstick line and when I asked \_\_\_\_\_ who she thought might be kind enough to help me out in exchange for some free product she suggested you. It's very easy, basically I would be borrowing your face for about 20 minutes and then like I said, I'd have a free gift for you for your time and your help. Do you normally have more time during the week or on a weekend?”

### **Test Panel Booking Strategy**

“Hi \_\_\_\_\_ this is \_\_\_\_\_ calling, do you have a quick minute? The reason that I am calling is that MK has just launched an amazing new lipstick & lip gloss line. These are creating quite a the industry because of the fabulous colors. I am setting up test panels with women in the area who currently do not use MK and I would like you to participate in exchange for a free gift. I would love your opinion! Which works best for you...”  
(turn into a class by offering hostess credit)

### **Before and After Booking Strategy**

(at the end of small talk or a conversation with another mom or the bank teller)

" You know I am always looking for models for my before and after portfolio...I would love to have you be a model for me! (who me?... response..) I'm looking for someone with your hair color! (or eye color or whatever you think is great) I teach skin care and color with Mary Kay Inc. and this allows me to show different looks on all different skin color, hair color etc... It's a lot of fun and I'll have a gift for you for doing it". (If you have a portfolio already, pull it out and show it to her) (If she says ok or is somewhat positive- not resisting or saying absolutely no say...)

"Why don't you just jot your info down here and we can try to make a time to get together...if it works great, if not I'll at least send you a little goodie package." I rarely get a no to that. Try to get their work #!! It's sooo much easier to get a hold of them and they are in more of a schedule mode.

Follow up: "Hi Susie, this is Cindy- I met you yesterday at Target, do you have a quick minute? Great! I am looking at my schedule for January and it is filling up! I really wanted to fit you! So I thought I'd call you and see what's good for you. (if you know she works say is weekday nights or weekends better for you? etc...) I have Sat at 3 or Sunday at 4 which is better for you." It is so much easier on them if you give them 2 choices. If neither work try again. It is quick and less overwhelming than them looking at the whole month! "Great! Now I am looking to fill my portfolio, so if you have a friend that would like to join you that would be fine. It's sometimes more fun with a friend. I can do 4 or 5 at a time, so if you have more than one friend-that's fine. In fact I'll give you free product for having 3 or more of you for my portfolio!!!" (you would do this appointment the same as a skin care class but with a camera- little color- you tell them the skin care is the secret to looking good in the picture!)

### **Referral Booking Strategy**

Ask someone you know (PREFERABLY MEN) that knows a lot of people- especially professionals. Ask them if they know of any women that deserve a pamper session or that I could use for my portfolio. Tell them they don't have to be Cindy Crawford, they just have to have skin and want to take care of themselves. YOU GUYS- THIS IS AN INCREDIBLE WAY TO GET LEADS!!!!!!!!!!!!!! When you call them say.....

"Hello, my name is Cindy, and we have a mutual friend in Trent and he thought you would make a great model for my portfolio of makeovers. Do you have a quick minute? Great! I teach skin care and color with Mary Kay Inc. and I am putting together a portfolio of all different woman and when I asked Trent if he knew anyone he immediately thought of you. (she'll say ah shucks- me? etc..) Yes you! All we would do is clean your face with the skin care, take a before picture then do a makeover and take an after picture! It's a lot of fun, I'll have a gift for you for doing it and you can even have a friend join you if you'd feel more comfortable!" Usually they are real flattered and open to it because of the mutual friend. Then proceed to book her the same as above! I do often close repeating the date of the appointment to her and then saying..."I will have product with me that day, so if there is anything that you like you can get it, but you don't have to if you don't want to-ok?" I want to make sure she feels comfortable, but I also want to be open and upfront that I do sell this!!

### **20/20 Contest Booking Strategy**

"Hi \_\_\_\_\_ this is \_\_\_\_\_ with MK. Do you have a quick minute? Great! I just wanted to tell you I have just gotten involved with the most fantastic thing! I'm in a contest to hold 20 classes in the month of March. I'm so excited because this is going to be so much fun, & not very many people from my company have done this! The reason I called you is that my director stressed that I should call customers that I can count on and I wanted to let you know that when you get 3 people together, I can give you 50% off any of your purchases you make at that time. You can stock up on basic skin care, gift items, whatever you want! I have only 2 guidelines. One is that you hold this appt. on the date we schedule it, & the other is that you have \$150 in sales-we can count outside orders! What works best for you?"

### **Perfect Start/Power Start Dialogue**

Hi \_\_\_\_\_, this is \_\_\_\_\_, I'm really excited about something, do you have a quick minute? Great! I've just started my own business teaching skin care and make-up artistry with Mary Kay Cosmetics. As part of my training I'm going to be pampering 30 ladies to a facial in 30 days. I could really use your help. What I would love to do is pamper you and a couple of your friends and family to a facial and makeover, and as my thanks, you'll receive a special gift. Isn't it fun to receive gifts! Grab your calendar; let's set a date. Which would be better for you, beginning of the week, or end of the week?

### **Turning a Facial Into a Class**

(After you have scheduled a time say...) You know, \_\_\_\_\_, I have a great idea! We have a plan where you can receive your own cosmetics practically as a gift. Would that interest you? (wait for her response to say yes) It's just as easy for me to give three or four facials at one time, as it is to give one. And I know you'll be telling your friends about this. Why don't you invite them over? You'll earn even more free product for yourself, and you and your friends will have a lot of fun. Either way I want you to know that I am coming for you.

### **Before and After Portfolio**

Hi \_\_\_\_\_, this is \_\_\_\_\_, I'm very excited about something do you have a minute? Great! I am building a professional portfolio of "Before & After" makeovers, and I would love to feature you in my portfolio. You have such (beautiful eyes, warm smile, beautiful hair & then compliment her). I would love to pamper you with a facial and a makeover and feature you in my book. Does it sound like fun? Grab your calendar and let's set a date. Which would be better for you \_\_\_\_\_ or \_\_\_\_\_? I have a great idea, do you have a couple of friends that might enjoy getting a make-over and then they can give you their honest opinion of your new look that will be featured in my book? You would earn free product for having some friends join you & then they can give us feedback about your new look.

### **Tentative Date Booking Approach**

When someone at a class shares that they are not sure they could book because they don't know their calendar, or if their friends could come, you say this: "Well, why don't we do it this way. I'm sure you would like the hostess to get credit for your appointment, right? Let's set a tentative date, with the understanding, that if we need to change it we can, OK?" As soon as you set a tentative date, it ceases to be tentative because you are going to coach it as a firm date.

### **Correct Booking Approach**

At every skin care class I always select several 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 look great in the product, you are so much fun). Tell me when we get together for your follow-up, is there any reason why you couldn't share it with friends, I think you'd be a terrific hostess.

### **Correct Booking Approach**

You know, \_\_\_\_\_, at every skin care class I choose two women I want to work with most. Today you are my first choice. Do you know why? Because you were the most excited person here - and Mary Kay always tells us to pick the sparkler because she ignites the room! I love to work with excited people. When we get together either for your check-up facial after you get started on your basic skin care, or for you to be in my makeover portfolio, why not share your appointment with a couple of friends? I really want to work with you, \_\_\_\_\_. It is obvious you had a great time tonight. When is the best time for us to get together again, next Tuesday or Thursday?

### **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) as my thank you I have a gift for you! I am an Independent Beauty Consultant with Mary Kay Cosmetics and I would love you give you a complimentary facial and a \$5.00 gift certificate to spend at your facial. Jot your name and number down so we can arrange a time for you to spend your gift certificate. (Have your business cards and a pen ready)

#### ***When you call back say...***

Hi \_\_\_\_\_, this is \_\_\_\_\_, with Mary Kay Cosmetics. We met the other day at \_\_\_\_\_. Thanks again for your great service. I'm calling to arrange your pampering session so you can spend your gift certificate. Grab your calendar let's set a date.

### **Inviting a Guest**

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. I am looking for someone with (beautiful eyes, red hair, warm smile) and I immediately thought of you! You would have the opportunity to have a facial and makeover, and then give your opinion of what you liked. I would be so honored if you would model for me; you would have a ball. As my thanks you would receive a special gift. Tell me, is there any reason why you couldn't be a model for me this Monday; I think you'd be terrific!

### **Booking a 15 minute appointment**

This is a great alternative if someone says they are too busy to have a facial or class "I would love to stop by for just 15 minutes to show you \_\_\_\_\_ (whatever item you have called her about, skin care, or lipstick, or fragrance, or whatever is new). You'll be able to try the product on the back of your hand. Would it be better for me to stop over \_\_\_\_\_ or \_\_\_\_\_" (offer 2 choices: after work, on your lunch hour, before work, in the evening, Saturday morning)

### **Booking a Flash Collections Preview**

Hi \_\_\_\_\_ this is \_\_\_\_\_, I'm very excited about a new party Mary Kay is offering, do you have a quick minute? Great. It's called a Beauty boutique. It's a party where you can see and try all the products on the back of your hand, no mirrors, no taking off your makeup. You and your guests get to see lots of the Mary Kay products, and then enjoy each other's company. You can have as few as 6 or as many as 20 there. As my thanks for scheduling a beauty boutique you'll earn \$75 of product for \$25! Doesn't that sound like fun? Grab your calendar, let's set a date. Which is better for you \_\_\_ or \_\_\_.

### **Booking an E class (or book party)**

This is a great alternative for someone who lives out of town, or doesn't want to schedule a skin care class or beauty boutique show. "How would you like to earn some free products with out having a class? Great. All you have to do is take orders from family and friends during the next week, and then you'll earn \$10 of free product for every \$100 you sell. Would you prefer to send an email, and people order from the web page, or would you like to have samples and catalogs to take to work"

### **Booking an Interview**

I have decided to move up into leadership in my Mary Kay business, and I'm very excited about it. One step in moving up is to select 5 women who love the product (or compliment 'who are outgoing' or 'who are sharp') and share the information about the career opportunity with them. I immediately thought of you! You may or may not be interested in Mary Kay, and that's OK. I would love to sit and share the facts of our Company with you and gain your opinion. Is there any reason why you couldn't help me out? Which would you prefer to do, be a model Monday evening and receive a makeover, then hear about the company...meet for coffee and sit one on one for about 30 minutes...or attend the next event \_\_\_\_\_? (Offer two of the three choices)