

BOOK YOUR 10 SHOW WEEK!

MAKE THE DECISION. PICK YOUR DATES. PICK UP THE PHONE. HAVE EXCITEMENT IN YOUR VOICE. HAVE URGENCY. DON'T STOP UNTIL IT'S DONE.

Hi _____ this is Tanya -

- **Calling new leads** "We met at _____ You won a personal pampering session and a ___ gift certificate – isn't that great!?"
- **Calling customers** "I know you haven't heard from me in a while so don't drop the phone!"

Have you ever tried Mary Kay?

- **Yes** – Great! How long has it been? I can't wait to show you all the new products!
- **No** – That's so exciting! I get the privilege of introducing you to MK!!

Your personal pampering session includes great skin care lesson and Microdermabrasion treatment plus some other great stuff that I can't tell you about cause it will ruin the surprise!

I'll tell you how my business works...I do all my one-on-one appointments in my home, at the MK studio in Crofton or if you want to have a few friends join you, because it's just as easy for me to pamper you and a couple girlfriends as it is to pamper just you, then I can come to you. Do you have your schedule handy? (don't book her yet!)

I know it is very BOLD of me to ask you (giggle) but I am in a contest to hold a 10 show week between _____ and _____ so I just have to ask you if you'd be interested in helping me – Im kind of competitive and I want to be the first to earn the prize from my Director!! Since this contest is for me, I'm going to make it worth it to you if you can help me, OK?

_____ how would you like _____ in Free MK just for playing makeup with me and a minimum of 2 girlfriends? Doesn't that sound great? Is there any reason you couldn't share your appointment with 2 friends?

Book the appointment.

I am so excited for you! Okay, tell me real quick, what type of skin do you have? Normal, Combination, Oily or Dry?

Get the guest list. (if time permits, you can mail the invites; if not use email)

_____ do you have email? Great, what is it? I'll send you all the info. Please email me back your guest list and their phone numbers by _____. Most women want to know

why I need the phone numbers and it's just to call them to get their skin type and profile for their facial. It is very important that I am prepared because we want it to be special for them. I also check for allergies or other issues that I'll want to be aware of. So just let them know that I will be calling, ok? (laugh)

Before I hang up I always review. I am so excited for you! Thank you so much for getting me one step closer to my goal!! _____, It's no big deal if you need to reschedule, but if you do, can you do me a BIG favor and give me at least a 2 days notice? That would really help my schedule. Thanks! I can't wait to meet you and your friends!