

Beach Party Beauty Bash Suggested Booking Script

Hi _____, this is _____, with Mary Kay. Do you have a minute? Great! Because I'm so excited and want to tell you about a new Mary Kay Party format I am introducing called "Life's a Beach" Party Beauty Bash. It's a blast for the guests and lots of fun for my hostesses!

Can I tell you about it! Super! It's all about summertime beauty tips and fabulous summer products that everyone will squirt, sniff, smell and pass. No makeovers—so all your friends, family and co-workers can feel comfortable in participating. They will each receive a goodie bag for coming, plus a \$10 shopping card for bringing a friend you don't know; discounts and door prizes. As a Hostess, you'll receive lots of FREE product with your hostess points; a Hostess Gift; AND a luxurious, oh-so-soft Spa Robe for 10 or more guests. And, all you have to do is invite your friends, family, and co-workers and have some light refreshments. I'd bring the beach music, decorations, and everything else. It will be a fun 1/1/2 hours . _____, I selected you because you are one of my best clients (something sincere). I believe you would love lots of FREE products and the extra special hostess gifts! And I would appreciate you helping me kick off this new Beach Party Beauty Bash format so very much!!!

So what do you say, _____. Is there any reason why we can't find a couple of hours in your schedule during the next couple of weeks? (Keep talking). Do you have your calendar there? What do you think - next week or following.....continue on with choice of day or day; time or time. BOOKED! "Great, I will get a Hostess Packet to you and go over some Hostess tips, because I want you to get as much FREE as possible and all your Gifts!!

*** (If NO—see how to overcome objections at New Recruit.)**