

# Advanced Booking Scripts!

By...Senior Sales Director Sarah Hjelle-Bjorgaard

## **BOOKING WITH A CHALLENGE:**

"Hi \_\_\_\_, this is \_\_\_\_ with Mary Kay, I am so excited I just had to call you...do you have a quick minute? Great! I am calling to ask a quick favor of you, my Director has personally challenged me to hold \_\_\_\_ Skin Care Classes 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 6, to sample the Mary Kay products. The class will only take an hour, and you'll be updated on the latest in Skin Care and 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 product! Doesn't that sound fantastic? When would be a good time to get together?" (*give choices—set date & time—fill her in on your Hostess Plan for the month—send Hostess Packet*)



## **BOOKING WITH A BEFORE & AFTER PORTFOLIO:**



"Hi \_\_\_\_ this is \_\_\_\_ with Mary Kay, 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. 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 a one hour appointment where we'll do a facial and complete glamour makeover. I'll also take a before and after picture so that I can feature it in my book, and if you would like I'll also feature your business card as FREE advertising for you! Have you ever modeled before? Well \_\_\_\_ to me, you seem like a natural! Is there any reason why you wouldn't want to be part of my portfolio? Great! (*schedule the time*).

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 product for \$25 if you include 5 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? I'll send you a packet of info in the mail and then I'll call you in a day or two to see what you think...ok?

## **GETTING REFERRALS FROM YOUR SKIN CARE CLASSES:**

"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 facial and glamour makeover so far? Great! See this beautifully wrapped gift? It's a \_\_\_\_ (*show gift 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 then next couple of 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 just want you to know that at every class—people ask for more than one card—but because this so popular and I want to be sure to get this to your friend in a timely fashion—I can only offer one card per guest here tonight. 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. On side two, write your friends name and phone number.

## **BOOKING REFERRALS:**

“Hi \_\_\_ this is \_\_\_ with Mary Kay! I know you don’t know who I am, on \_\_\_ I met your friend \_\_\_ and she has given you the gift of a complete glamour makeover and Satin Hands pampering session. Doesn’t that sound wonderful? It’s a \$50 Value and it’s yours free as a special gift from \_\_\_. Besides the complete glamour makeover and the Satin Hands Pampering Session, she wanted to appreciate you as a treasured friend to her by giving you a beautifully wrapped gift and a special hand written note from her! I promised her I would call you within in 48 hours so that we could get together for your gift! When’s a good time to get together? *(book date & time...the turn the facial into a skin care class by using the last half of the previous script)*”

## **WARM CHATTER BOOKING:**

“Excuse me, you are so sharp and I would never be able to forgive myself if I didn’t offer you my card! My name is \_\_\_ and I am a Skin Care Consultant with Mary Kay Cosmetics out of Dallas Texas. Have you ever tried Mary Kay before? Great! I am looking for some sharp women to model in my Before and After Portfolio and I would love to feature your face. Have you ever modeled before? I would love to get together with you for a one hour appointment to do a free facial and complete glamour makeover, all I ask of you is that you give me your honest opinion of our products! Does that sound like something you would be interested in? Why don’t you go ahead and fill out the back of my card—here is my card. I’ll give you a call later tonight and we’ll schedule a time that works for both of us!”

**OR** “Thank you! You have been so nice to me and I would like to offer you something in return! My name is \_\_\_ and I am a professional Skin Care Consultant with Mary Kay Cosmetics out of Dallas Texas. Have you even tried Mary Kay before? Great! Here is a complete glamour look as special thank you from me! Would you mind if I gave you a call to see how you liked the colors? Why don’t you go ahead and fill out the back side of my card—here is my card, and I’ll give you a call tomorrow night to see what your opinion was! Thank you! I’ll talk with you tomorrow night!”

## **EXPANDING INTO DIFFERENT AREAS:**

“Hi could I speak to the manager or someone in charge? Great! Hi \_\_\_ this is \_\_\_ with Mary Kay Cosmetics, I am looking to build my business into a few different areas and I could really use your help! I was wondering if you would allow me to purchase a \$20.00 gift certificate from your store and in return hold a drawing in your store for that gift certificate? I will bring in the drawing box along with the registration forms. The registration forms just ask your clients if they would be interested in a Free makeover and a Satin Hands Pamper. If they check yes, I will call them and set up an appointment. I’ll have a special gift just for you! Is there any reason why I couldn’t bring by the drawing and purchase the gift certificate later today? Great! I am looking forward to meeting with you—and building our businesses together!” *(Be sure you only leave the drawing go for 14 days max)*

## **DOING MARKETING SURVEYS VIA THE TELEPHONE:**

“Hi \_\_\_ this is \_\_\_(first name only) with Mary Kay out of Dallas Texas and we are doing a product and career interest survey in your area, would you have just a couple of minutes to answer 6 short questions? Great! *(ask questions, if she chooses to have a facial or listen to the opportunity book the appointment right away)* Thank you so much for your time! Have a great night!”