

BOOKING BOOK!!! Scripts for success!!!

Need More Time To Make Bookings??

Here's Some Ideas:

1. Turn off your TV. (That's how I became a director and earned a free car!)
2. Take your cell into the bathroom. Text while on the loo...oh yes I am serious LOL
3. While at family gatherings, excuse yourself to the bathroom and set a goal to send 20 texts in under 5 minutes while hiding there...Flush! PS-I do this all the time
4. While out with friends for dinner, excuse yourself to the bathroom. Go into a stall and send 20 texts in under 5 min. My friends NEVER know I do this. And sometimes I've had a glass of wine so it's easier ☺
5. Text while on the bike at the gym
6. Text while waiting for the doctor
7. Text while brushing your teeth or drying your hair. You'll look weird, but you'll look VERY hot one day in your free car!
8. Text while someone drives you somewhere
9. Text while you're getting a pedicure or your hair done
10. Ran out of time to text during the day?? No worries!! You can text at midnight! Set your phone to airplane mode. Send 100 texts. And then turn off airplane mode when you want the texts to be sent in the morning!!! #GENIUS

ANY DOWN TIME CAN BE INCOME TIME WITH TEXTING. I KNOW THIS. I USE IT. I LOVE IT AND MY FAMILY THINKS I DON'T WORK. THEY JUST THINK I USE THE BATHROOM A LOT...WITH MY CELL PHONE. GET OUT THERE AND HUSTLE. IT WILL CHANGE YOUR LIFE!! ITS WORTH IT!

BOOKING INITIAL career chats!!!

Hi _____ this is _____. I am so excited to earn a challenge in my MK business and would love your opinion of what I do. When 6 women give me their opinion of the MK facts I earn a pearl earring and bracelet set and I will give you _____ just for listening. You can either listen to a fast, fun, facts recording or watch a video and give me your feedback. Which would you prefer? GREAT! I need to learn how to follow up so can my friend _____ (director's name) and me will call you on _____ at _____ time to follow up? (set appointment) It will only take a few minutes! THANKS! (you can book into a MARKETING call, a success night, or a 3 way call or a coffee event to count)

POWER START BOOKING SCRIPT:

Make sure you are smiling the whole time ☺

Hey _____. Guess what? I am so excited! I just started my Mary Kay business and I am in a challenge to facial 30 faces in 30 days and I would LOVE to borrow your face PLEASEEEEE. I promise I will give it back! (Smile). I would love to have you try the MK products and give me your opinion. Which is better for you? _____ or _____? (weekend or weekday; daytime or evening etc. - keep booking until you get the time and date set).

If need be: (We can even set a tentative date and I can pencil you in and follow up with you in 2 days to see if that's going to work.)

YAY!!!! That sounds perfect! I just knew I could count on you! Thank you so much! I will send you a reminder card in the mail so you don't forget about me and my HUGE goal. What's your mailing address?

We can meet one of three ways: One on one; you plus 2-3 friends or you plus 5? Which would you prefer? GREAT! You will be helping me reach my goal faster!!!

When you share me with 3-5 women you can either choose a 50% off shopping spree or free product! Which would you prefer? GREAT! I will send you the rewards program! (can text it)

I can call you _____ (in 2 days) to get your guest list and see if you have any questions!

Coach: Text REWARDS program; send thank you postcard in the mail thanking her and reminding when you are calling to follow up and when apt. is set; call her to follow up at set time and go over plan; get guest list and call 2 days before the appointment.

PINK party / debut script (use above script to schedule if they can't attend)

"I wanted to thank you ahead of time for coming to my Pink party! You can't make it? No worries. I am in a challenge to see 30 faces...."

Booking your First appointments!

Magic Script:

HI _____! How are you? Okay, random question, so I am now a Mary Kay beauty consultant and part of my training is to give 30 women a free facial in my first month. Basically, you get a satin hands treatment, a microdermabrasion spa treatment, and anti-aging facial, plus expert foundation matching. Any chance you could be one of my 30?

That's it! Your goal is to send this script to everyone you know. And it has to be personalized and individually sent out. If you mass message, you will get NO response! You can send this by text message, email, or personal message on Facebook.

When they text you back...

Use script below to set time and to share with friends. If they need to get back with you.... SHARE: I'm in a challenge to get these all set with times by midnight...we can even pencil you in if need be. Thanks again for your support! I'm so excited about getting together.

What do I saw when I haven't set a date yet?

The biggest challenge is to take someone from a YES to an actual date. So, if she ignores you, then in a day, follow up. And then follow up every three days very kindly and passively. This is called being assertive. It becomes pushy when she says "I'm not interested" and you keep asking her. But as long as she has said she is interested, it is your job to get her booked for an appointment.

Here is your assertive/non-pushy script: Hi Cheryl! I know you were interested in being one of my 30 facials. Thanks again! My schedule just opened up for next week. I have Tues. at 6:30 available and I have a few other spots on Sat. too! Would Tuesday work, or is maybe the weekend better?

1st follow up script to use 3 days after contacting her: Hi Cheryl! I'm getting close to finishing my 30 facials and still have 10 more to go. I have you here on my list of people who said yes to receiving a free facial, so I'm reaching out to get you scheduled. Sorry I haven't been in touch...I've been so busy working on hitting that goal. So let's see...are you free this weekend for an hour? Or is like Monday a better? Thanks Again!

2nd follow up script to use after contacting her: Hi Cheryl! We've been missing each other here...no worries! Are you still interested in the free facial or would you rather pass? I'd hate to bug you if you aren't interested.

So all the messages are assertive but not pushy, and it shows that you're a true professional that treats your business seriously and is totally committed to making your Mary Kay business a success.

Now They've Set A Date And Time...What do I say?

Say This: OK, you're confirmed as one of my 30 pampering sessions this month on Sat at 3pm. You're appointment will be from 3-4:30pm...we always start and end on time so you'll be out of the door by 4:30. YOU ROCK! And, you can bring a few others along, like mom, coworkers, neighbors, or a friend to help me reach my goal. Would you like me to reserve seats for anyone else?

Script for booking Referrals on the Back of the customer Profile card

IF your customer is not hosting a party for you THEN these referrals are there for you to call! Your Red jacket, your free car, your directorship is sitting on the back of those cards. Pick up the phone!

Hi Shannon this is Jessica with Mary Kay. I don't think we've met but Sarah Smith gave your name as a deserving woman to receive a complimentary Mary Kay facial! Should I text or call you with the details?

What I say when they say text me: Great! So we will do a Mary Kay facial, a microdemabrasion treatment, plus a Spa Satin Pampering Hands treatment and we'll match your foundation shade! You'll be out the door in about an hour feeling refreshed! Would you be interested?

What If I Don't Know That Many People?

There are tons of ways to reach more people!

1. Are you on Facebook? If you have more than 10 friends...message them.
2. Are you friends with MEN on Facebook? Here's a magic script to send them: Hey Jim! Okay this one is kinda random, but I am a Mary Kay Consultant and I have 30 free facials to give away to deserving women this month and I've run out of women I know! I was wondering if I could reach out to some of your facebook friends and send them a message inviting them for a free facial? I'll totally be respectful of their answers either way! Thanks so much!

Facebook Friends Of Friends

Say this to all your friends to get more referrals:

Hi Marie! How is everything with you? I hope you are great 😊 I'm working toward a really huge promotion in my business with Mary Kay to earn my next free car and I have been challenged to do a test panel and/or get the opinion of 50 new women in the next 30 days. Would it be ok if I messaged a few women on your facebook page to offer them a complimentary facial to help me with my goal? I'm super nice and respectful of their answers. Thanks either way! (your name)

What to say to friends of friends on FB:

Hi Lisa! I am (insert name) and I don't think we've met, but Marie gave me your name. I have a huge favor to ask you...She is helping me with a Mary Kay contest. I am trying to become the (youngest/fastest) beauty consultant in the area to drive a free car! And I have to do 100 free facials this month to earn that. I'm running out of people I know, so I have resorted to messaging complete strangers via Facebook, lol! She thought you might be adventurous enough to lend me your face and get a FREE GIFT. Can you help me out? Thanks either way! (your name)

When she says yes, you can respond:

Fabulous! So the scoop is we pick a one hour window that works best for you. At your appointment, you'll

receive a satin hands pampering treatment, an anti-aging facial, a spa microdermabrasion treatment plus expert foundation matching. I hold appointments at my studio (or you can offer to travel to them). Is a weekend or weekday better? And thanks so much for your support!

Another way you can respond:

That's perfect! I hold all individual facials at my home studio on Tuesday and Thursday evenings. Or, if you prefer to share your appointment with 2-5 friends (and get free products) I can be a little more flexible on the date. What works better for you?

Texting Script for Facial Boxes or Networking Events

Stacey, this is _____ from the _____ event, u stopped by our table/filled out a survey. Letting u know u won our ultimate free pampering package & gift certificate 2 get free makeup. Congratulations!! Text me back to make sure I have the right Stacey.

Once they reply... Can I call u 2 give u the details? ☺

The Call...Hi Stacey, this is _____. I'm sure this is the craziest call you've gotten all day but let me tell you what you won...It includes a pampering session for our hands, a mask and lip balm for your lips, a skin care consultation, customized foundation matching, and a quick Dash Out The Door neutral look that you'll love! You can include girlfriends, it's free for them also, but only YOU get the gift certificate. So what is best for you – this week or is next week more like what you had in mind? My Studio is _____ or I can come to you, which would you prefer?..... Great! I will send you a text with my information and website so you can check out the product line. Can't wait to see you on _____ (reconfirm date & time).

Networking Script:

Have you ever been offered a pampering session with mary kay? NO? Can I be your first? I really want to give you this goodie bag with a sample and invite you to my beauty center for a pampering session. I would LOVE to borrow your face! I can text you some options. Do you text? Great! (pull out phone and get her number) Enjoy your sample!!!

To Book A Coffee Date With Your Recruiter or Director

To book for a Marketing Call:

Hi Melissa! This is random but I am in need of 3 volunteers to listen in on a Mary Kay informational call tonight from _____pm. You can dial in from your cell. Any chance you can listen in? I will give you any Mary Kay item ½ off for helping me!

To book someone for a coffee date to hear more about the Mary Kay Opportunity:

Hey, question for you...I meet with 3 women a week over coffee to practice sharing Mary Kay's company info. That keeps me on track for my free Mary Kay car!! Would you be free for like 20 min sometime tomorrow or next week sometime to meet with me? Coffee is my treat and I'll bring a little gift for you!

To book someone for a coffee date that you thought was super cool (send within 1-15 hours of meeting her):

Hey Sarah! So great to meet you today...Okay, you're like hysterical and I loves the story about _____ You crack me up! I would kick myself if I didn't invite you to coffee to hear more about a Mary Kay business for yourself...Even if its not for you, would be fun to get together and chat for a bit! Whatcha think? Coffee is my treat and you can even get one of those fun drinks with whipped cream on top! Let me know!

Overcoming The Most Common Booking Concerns

I don't have time. "I know how you feel, life can be so busy! The nice thing is that if you like my products, my services can actually save you time. You won't need to run to the store for makeup when you run out, I'll keep track of everything for you so you won't have to think about your makeup needs again! I am very flexible so I can work around your schedule. Which would be better for you, daytime or evening? Or..."I can see how busy you are, and you know...I prefer working with busy women, because they seem to get the most done, wouldn't you agree? I would love to pamper you with some wonderful skin care treatments and glamour tips that I know you'll enjoy. I'll be you have some friends who would love a break from the routine too. This would be a perfect opportunity to get together with them and have some girl time! Would a weeknight or weekend be better for you to relax and have fun?"

I tried Mary Kay before and I didn't like it...or...it broke me out...I'm allergic to Mary Kay: "I am so sorry if you had a bad experience! May I ask you when you last tried Mary Kay...our products have gone through some recent updates and we are now the best-selling brand of skin care in the U.S. The products are tested for irritancy and allergy, and I rarely encounter anyone who cannot use them. I'll be especially careful with you to make sure everything works correctly. What day would be best for you?"

My house isn't finished...or nice enough...or big enough. "I can understand it's important to you to have a nice place for the class, but you know, all we really need is a table, even a card table will do. The people who come will probably be your closest friends or family, and they will be coming to see you, not your house!" OR say..."If you feel more comfortable, we could hold the class at my house. That way you wouldn't have to worry about cleaning up and I'll have everything I need close at hand."

I don't know anybody to invite. "Really?! That surprises me-you are so friendly! First, I want to reassure you that you don't have to invite a ton of people, in fact, some of the best classes I've had have been small. Maybe you could invite someone you work with; or some of your neighbors and you could even ask each of them to bring a friend along. If we found a couple of people to invite, is there any reason why you won't want to share your check0up facial? It really is fun!"

I'm not interested, I already use Brand X. "You're saying you're happy with the results you're getting from another brand and don't want to switch, right? Well that's fine! IT is obvious you take good care of your skin, and I would love to get your feedback as to how Mary Kay compares to what you are currently using. I truly don't see it as a waste of my time, and you may enjoy some pampering and you might even learn some new makeup tips! Which is better for you//daytime or evening?"

I'll have to check with my friends and see what would be a good date. "Well, (name), you could do that, or what may work out better for us is if we were to agree on a date that works best for you and reserve that spot. Then you can invite your friends and if for some reason that date doesn't work for the majority of them, we can change it. What I have found is that it is sometimes hard to find a time that works for everyone, so it's best to pick the time that works best for you and go from there." So, what would work best for your schedule...? The beginning of the week or the end?"

I don't wear makeup. "I can appreciate that a natural look is important to you. If I reassured you that I will not make you feel "made-up" or uncomfortable, would you be willing to get together-because I would really love to share our skin care line with you. I think you'll enjoy how it makes your skin feel!"

I'm not into parties. "I can understand that. I'm not a party person myself. You know that is the very reason Mary Kay never called this a "party". This is a class where I'll teach proper skin care. When was the last time you truly had a fun girl's night out? All you do is invite your friends and I'll do all the teaching and pampering. I promise your friends will feel pampered, relaxed and have a great time! And while they are having fun, you get to be the QUEEN for the day and be totally pampered! All fun, all free! What would be more fun for you, a girls' night out on _____ or _____? Great, then we're schedule for..."

The best way to overcome objections is to anticipate them and overcome them before they are even raised! For example, if you anticipate that she will say she is happy with brand X, then say, “_____, you always look so sharp and put together, and I think you told me you use _____, right? Well, I would love to get your feedback on how Mary Kay compares to what you are currently using.....if I gave you a free makeover, would you be willing to give me your honest opinion of our products?” Or, if you think she will say she is too busy, say, “_____, I know how busy you are, and that’s why I’m calling you, because the busiest women are the ones who make the best hostesses....”

This really helps! Have fun booking, you can do it!