

COACHING BOOK!!! SCRIPTS FOR SUCCESS!!!

You've Booked Them...Now What??

How to follow up every few days to prevent cancellations...

The Secret Is Pre-Profiling

Coach All of your Bookings and Pre-Profile ALL your guests to build a relationship with your guests before they come to your appointment. Appointments will cancel if you skip this step, so it's the MOST IMPORTANT step.

Send This Text To Your Guest To Pre-Profile 3 Days Before The Event:

Hi Juliana, I'm super excited to see you (insert date). Can I text you a few quick questions about your skin to be prepared for your facial?

Send This Text To The Guest Of A Friend 3 Days Before The Event:

Hi Kacie, Juliana said you're coming w/her to the Mary Kay appt (insert date)! Fabulous!! I'm so excited to meet you! Do you text? I have a few questions about your skin so I'm prepared for everyone! Thx, (your name)

Here's The Questions To Send:

1. Have u ever tried Mary Kay?
2. What are u currently using for your skin?
3. What type of skin do you have...dry, normal, combo, or oily?
4. What would you change if you were to change anything about your skin—fine lines, dark circles, uneven skin tone, blemishes, smaller pores?

If they have NEVER tried Mary Kay:

Awesome thanks so much! I always love to pamper a Mary Kay first timer! You will be blown away with the instant results! Can't wait to pamper you...It will be so much fun!

If They HAVE tried Mary Kay:

Awesome thanks so much! I always love to pamper someone who knows Mary Kay! Do you have a consultant? I can't wait to pamper you and you'll see amazing instant results! It will be so much fun!

Day Before Confirmation Text

Hi Sarah! I reserved your spot at the studio for tomorrow, so looking forward to seeing u at (time). Will it still be u plus Joanie & Sam? We do have an opening for one more if u had someone else last second. ? We will be done by (insert time) and we always start & end on time. Also would you like to get an item for 1/2 off tomorrow? (Insert your name)

If they say yes to the 1/2 off item, Text them: Fantastic! Call 605-475-4099 use access code 803647# and press # for the most recent recording to hear some Fast Fun facts...listen before we get together tomorrow and text me the password and you'll be able to choose your 1/2 priced item!

If She's Ignoring You/Doesn't Respond:

Hi Sarah! I haven't heard back from you and my phone's a little wacky sometimes with texting, so just wanted to check in again. I reserved a seat for you tomorrow at (time). Can you let me know by tonight at 5pm if you can make it? If I don't hear from you by 5pm tonight, I will have to open up the spot to someone else on our waiting list, so totally let me know either way, Thanks so much!

MORE TEXT SCRIPTS TO COACH YOUR HOSTESS

Text #1: Save The Date (attach her picture)

That's ME! With my fabulous new look...thank you Mary Kay! :) Want one too? Well, save the date for a super fun pampering session and makeover at my house on (insert date) @ (time). Can't wait to see you then! :) (Insert your Hostess' Name)

Text #2: Picture Of The Invite (You send to her)

This is your invite! Super Fun Right?? I can't wait for (insert appointment date) Tell me what your friends say, ok? :) yay!

Text #3: Script For The Hostess to send to her guests before the party

Girl, I am so excited for our Girlfriend's Makeovers on (date/time)! It's going to be so much fun and I'm totally in-LOVE with their products! My skin looks and feels amazing! Thank you in advance for supporting my friend—she's Insert your hostess' name so excited to meet you! (insert hostess name here)

If Guests Can't Come: sample dialogue

I am so sorry you're going to miss all the fun at _____'s party. You know, I would still love to get together with you individually for your pampering session and that way _____ will still get credit for you and that will REALLY help me reach my goal of 30 facials in 30 days. Since _____ day isn't good for you do you prefer a weekend or weekday? (pause & be silent)

After Booking The Appointment:

Hi _____! It was so great to talk to you the other day. Again, thank you again for helping me reach my goal of 30 facials in 30 days. I just knew that I could count on you. I can't wait to see you on (date & time). You can count on me to be there rain or shine. I appreciate you and you making a difference in my business. Living The Dream, (your name & number)

After The Party:

Thank you so much for helping me reach my goal this month. I had a wonderful time with your friends/family at your lovely home. You were an over the top hostess and definitely deserve all the fantastic Mary Kay gifts! I am blessed to have you as my customer. Living The Dream, (insert your name & number)

