

Speak clearly, quickly and enthusiastically!

BOOKING YOUR VERY 1ST SKIN CARE CLASS

Hey ____ do you have a minute I have something exciting I want to share with you! (you need to be excited b/c that will be contagious) I just started my own business with Mary Kay, Inc. with a goal to _____ and I'm having a business grand opening party to kick it off!! I'm excited and nervous and your support means everything to me. It's casual, comfortable and all FREE and I'll get a jump start just by you being there! You may have received an invitation and it would mean a lot to me if you could attend. We'll be doing skin care pampering and girl time. Is there any reason why you couldn't come to _____ at ____ on (day) the (date)?

****When she says yes:

"I would love to find out a little bit about your skin type. That way we can focus on what you want to focus on at the skin care session and get the most out of it. I just have a couple quick questions.

1. How would you describe your skin: dry dry dry, oily all over, t-zone oiliness, or normal?
2. How would describe your skin tone: Light/Ivory, Medium/Beige, Dark/Bronze?
3. What are you currently using to cleanse and moisturize your skin?
4. If I had a magic wand and could change or improve anything about your skin, lips, or eye area, what would you love for me to change or improve?

Great! I am soo excited! I have just the product to help with your _____ and I'll be sure to show it to you on _____. I will be getting ready the day before and setting up an hour early with a place set especially for you and your needs. Is there reason why you may not be able to join us? Great! OH! Would you like to bring one of your girlfriends? (If so, be sure to connect with her too.) We'll begin at ____ sharp at _____'s home. You have my # right? I'll see you there!! We're going to have so much fun! Your support means soo much! Have a great night!

****IF she can't make it then:

I need to put Mary Kay on 15 faces in the next two weeks! I really need the practice!! Is there any reason why I couldn't borrow your face at a time that's more convenient for you? I'd really value your opinion too and it would mean the world. GREAT!! When is the best time for you? Weekdays or Weekends?

Weekdays: Beginning of the Week or end of the week? (weekdays I recommend setting up at 6 PM and starting at 7.)

Weekends: Sat or Sun? Morning or Afternoon? (Morning I recommend set up at 9:30 and start at 10:30. Afternoon I recommend set up at 12 or 1 and starts at 1 or 2.)

(Turn it into a class) There are 2 ways we can do this - only by yourself or the really smart and fun way and have a few girlfriends over. You'll help me reach my goal faster and easier, they get free pampering too, you get gifts and up to \$50 FREE in products! I do all the work and they don't have to buy a stitch! So, which would you prefer?!! **(Stay silent)**

GREAT!! All I need from you to get the ball rolling is a great list! The most successful QUEENS always have at least 10 people on their list. With 10 people you can probably count on half showing up. I need names, phone numbers and addresses. I'll send out personal invitations to each one and I'll call them to confirm and get her skin type!! All you need is a table w/ good lighting a roll of paper towels and chips and drinks if you want on a separate space. I will be there rain or shine. You can definitely count on me!! May I also count on you? GREAT! To get your guest list, is tomorrow good or the next day more what you had in mind? Morning or evening? 1 or 2. And the best phone number to reach you at that time? GREAT! (get cell # too.) I look forward to talking with you ___ at _____. Bye!

(If she wants to send it via e-mail say:

Sometimes I have trouble with that so I'll call to go over it w/ you to be sure I have it right. So is tomorrow good or the next day better to get together on the phone?)

LEAVING A MESSAGE INVITING FOR YOUR FIRST PARTY

Hi this is a message for _____. Hi this is _____. I'm soo excited. I just started my very own business and we're having a Skin Care Pampering Social to kick it off and to train me. I wanted to call on my friends who I knew would encourage me and not discourage me. It's this ___day at my home at ___ SHARP. It's casual comfortable and FREE and I get a great jumpstart by you being there. We'll be focusing on Skin Care and girl time. Please RSVP either way to me at _____. Can't wait to hear from you!!

Hi ___! I left you a voicemail today and wanted to make sure you received it as not everyone listens to messages LOL. You have been hand selected to make history with me! ☺ If I don't hear back from you, I will follow up in 3 days. Roya

BOOKING YOUR PERFECT OR POWER START

Hi! This is _____ calling. Do you have a minute? Great. (I'm going to practice the script I've been given so I know it won't sound like me but pls bare with me so that I can get the practice OK?) I am so excited!! I have just started a new business with Mary Kay, Inc. and I'm learning to teach skin care and makeup artistry. As a part of my training, I need to put Mary Kay on 15 faces in the next two weeks and I really need the practice!! Is there any reason why I couldn't borrow your face? GREAT!! Which best for you, this week or next week? (Turn it into a class) There are 2 ways we can do this - only by yourself or the really smart and fun way and have a few girlfriends over. They get free pampering too, you get gifts and up to \$50 FREE in products! I do all the work and they don't have to buy a stitch and you'll aide me in reaching my goal faster and in less time! So, which would you prefer?!! (Stay silent)

(if she says one on one—Tell her you have the perfect place on Tuesday nights or Saturday morning breakfasts in Ashburn—our Pampering Socials and she'll help you meet your first 2 goals at the same time!! Her face and bringing a guest to the GNO!)

Do you prefer weekdays or weekends?

Weekdays: Beginning of the week or end of the week? (weekdays I recommend setting up at 6 PM and starting at 7.)

Weekends: Sat or Sun? Morning or Afternoon? (Morning I recommend set up at 9:30 and start at 10:30. Afternoon I recommend set up at 12 or 1 and starts at 1 or 2.)

GREAT!! All I need from you to get the ball rolling is a great list! The most successful QUEENS always have at least 10 people on their list. With 10 people you can probably count on half showing up. I need names, phone numbers and addresses. I'll send out personal invitations to each one and I'll call them to confirm and get her skin type!! All you need is a table w/ good lighting a roll of paper towels and chips and drinks if you want on a separate space. I will be there rain or shine. You can definitely count on me!! May I also count on you? GREAT! To get your guest list, is tomorrow good or the next day more what you had in mind? Morning or evening? 1 or 2. And the best phone number to reach you at that time? GREAT! (get cell # too.) I look forward to talking with you ___ at _____. Bye!

(If she wants to send it via e-mail say:

Sometimes I have trouble with that so I'll call to go over it w/ you to be sure I have it right. So is tomorrow good or the next day better to get together on the phone?)

Make sure you send her a thank you card for booking!

NSD KATHY HELOU'S POWER START SCRIPT!

"I teach Skin Care and I design faces. My product of choice is Mary Kay Cosmetics and you are going to fall in love with it! It's the most preferred cosmetic nationwide. That's the product you'll be experiencing. In fact, Dallas just called me and asked me to get the opinion of 30 women before _____ on this product. Would you have a little extra time tomorrow to let me pamper you and get your opinion?"

You can use that script to book your monthly Power Start!

SCRIPT FOR OLD REFERRALS AND LEADS BY NSD and QUEEN OF SHARING ROYA MATTIS:

Hi _____ this is _____, you don't know me but I just came across a gift referral _____ and because of _____, you have FREE MONEY TO SPEND WITH ME! Do you have a quick minute? Great! I feel badly because it's been a long while but I just came across your gift certificate and I didn't want you to miss out on your FREE \$. Because of _____, you have FREE MONEY along with a healthy skin care pampering for you and 5 of your favorite friends by a professional consultant with Mary Kay and that's me! So, I'm calling to see when would be best to pamper you to figure out how to spend your FREE money! Is this week good for you or is next week more of what you had in mind?

(Pause)

(Tip: – NOT TO BE SAID!!! I've found that people try to come up with a date rather than say which week they are available. So if they hesitate, I tell them exactly how I work my business. It sounds really professional and puts me in the driver seat. It also provides options and gives the impression that I'm really busy!)

I usually work my business on _____ nights and _____.

Right now I have an appointment available on ____ at ____ p.m. or a.m. Great!

(If she is trying to book a one-on-one facial, ask her, so _____, is there any reason why you couldn't get a few friends or family together to join us? OR ask her if she is willing to come to your Girl's Night Out or guest event)

EENSD GLORIA Mayfield BANK'S WARM CHATTER SCRIPT

Hello may I speak with (contact name). Hello (contact name) this is (consultant name). I'm so glad I got you on the telephone. We met at (meeting place, day). You remember I am a beauty consultant with Mary Kay Cosmetics. I told you I was going to give you a call to find out if it is worth us spending some time and getting together. Do you have a quick minute? (If not, ask when would be a better time to call.)

Tell me (contact name), have you ever tried Mary Kay before? You have (haven't) great!

IF HAVE TRIED: How long ago was it? I'm so excited (contact name) that I'm going to have the chance to introduce you to the new Mary Kay. There have been so many changes and I know you're going to absolutely love it!

HAVE NOT TRIED: I'm so excited (contact name) that I'm going to have the chance to be the first to introduce you to Mary Kay. It is the best selling brand in the United States and I know you're going to absolutely love it!

From our conversation yesterday (contact name), I know that you work. What do you do? Let me tell you about me. I have built a customer base of busy, professional women. I cater to these women by making sure they feel pampered, keeping them supplied with products, and saving them time by delivering products to their home or office.

I'll tell you, people get together with me for three reasons. First, because they are really interested in skin care. Second, because they are interested in color cosmetic application. And third, they just like to be pampered with customer service. They really enjoy being taken care of. So tell me (contact name), which of those fit you? Really?

I have been challenged by my director to get the opinions of 15 women of the Mary Kay products in the next two weeks. Is there any reason why you couldn't help me with my challenge and get together with me for 45 minutes to an hour so you can give me your opinion? Set appointment—using choices of times.

Get directions.

(Contact name), you can count on me being there. This is my business and I'll be there rain or shine. Let me give you my number so you can put it in your date book next to our appointment. I'll give you a reminder call a day or so before our appointment. I am so excited. We are going to do some great work together. I'm looking forward to it!

BOOKING SCRIPT FOR FLIP CHART TEST PANEL

For people you know:

Hi, Happy Snow Day! This is Roya. Did you hear about what was just released? Do you have a minute?

If no... No problem! Girl, I am so excited! Should I call you back in 5 minutes or is half an hour better for you?

We have just released a brand new skin care class and I have been hand selected to perform some of the test panels being held across the country! I get to choose 10 women to host 10 panel parties with the brand new skin care class flip chart, and I immediately thought of you! AND you get a special gift just for being a part of this select panel! And thank you in advance for helping me with my training in learning this new skin care class. I'm looking at my calendar – is this coming week good or the next week more what you had in mind?

If she says “but I just held a party with you”, add:

That is PERFECT because the previous class is on your brain and you are the perfect person to do a cross comparison between the old class and the new one!

For drawing winners:

This is Roya! Congratulations! You were drawn as one of our WINNERS!! ...

Oh my gosh I just remembered...I have been hand selected to host a test panel in my local area. We have just released a brand new healthy skin care pampering party. And I get to choose 10 women to be a part of hosting party panels. I'm going to give you an incredible opportunity...you have an opportunity along with the free \$, along with being able to bring your girlfriends, along with the pampering to be a part of this panel AND bc you'd be a part of the panel you'd get an ANOTHER free GIFT for being a part of this HOST panelist in this brand new skin care class party. So would you prefer to have a regular party or would you prefer the brand new party. We do the pampering just the same but I bring the BRAND NEW FLIP CHART and a special gift just for being a host panelist.

DAVID COOPER'S BOOKING SCRIPT!

40 second script to use with customer list, church directory, and everyone else you know!

Hi _____, this is _____ your beauty consultant with Mary Kay.

This is _____. I'm a neighbor, I'm also a Mary Kay Cosmetics consultant, can you hear me okay? (This dialogue is used with people right out of the phone book)

I am so excited. I am having the best and happiest day that I've had since I started doing Mary Kay. I am trying to hold more classes in the next 10 days than I have held in any 10-day period. (RAISE ENERGY AND ENTHUSIASM ABOUT 5 LEVELS) It could be a state record!!

So that's why I'm calling you. It is so easy to get the guests there. All you have to say is, "Come as you are, and leave looking like a star." I know it's cheesy, but it works!

For just having a class with four or more adult, non Mary Kay users, you get your choice of either \$30 worth of FREE Mary Kay or a 30% discount on everything you buy in the next three months!! I (would) really appreciate your having the class, but I want to make sure that it's the easiest for your schedule. ("Because I know you're a busy woman"-Julie) Would you rather have your class before the weekend, during the weekend, or would right after the weekend really seem easier for you? Whichever seems easier for you would be fine with me.

(SHUT UP AND BE QUIET FOR 4 SECONDS-she will almost always pick one)

84-92% success rate with your current customers

33-55% success rate with known directory list (i.e. church or school directory)

17-22% success rate straight out of the phone book (which is basically, 1 out of 5)

Perceived value of 30% discount is \$100

**Practice out loud 10-15 times with enthusiasm!!!*

**When you're using the scripts, you need to be standing up with tons of enthusiasm.*

**Don't ask how they're doing. Go straight through the script.*

**If they ask how you're doing, say, "I'm so excited..."*

Self-Confidence is the quickest (next 21 days, or 6 classes) achieved through a series of short-term successes. Apply within the next 24-48 hours.

When I learn to control my emotions, my daily consistency, and the quality of my skills, I will control my happiness and my income!

Directors BOOKING INTERVIEWS TO SHARE THE MARKETING PLAN (THE RECRUITERS' SCRIPT):

Hi. May I speak to _____. Hi _____, you don't know me but we have a mutual friend _____. Do you have a minute? (If 'no', when is best for me to call back? Is 30 minutes good or an hour better? If 'yes'—talk very fast through out the rest of this script!!)

I don't know if you have talked to _____ recently or not but she is soo excited. She has just started her MK business. Part of _____ training in her new business is to call on friends and family that she knows would encourage her not discourage her and _____ she automatically thought of you! What it consists of is 30-40 minutes of your time where we share the facts and history of MK at _(SB)_ on __(Sun. 3-2)__ at _(11AM)_ or b/w the hours of _____. You will receive a ½ price item of your choice just for helping her out! She has to have 6 people to earn a prize and she said she knew you would help her win it! Is there any reason why you couldn't help her out? ? Great!! __ is wrapping up her contest deadline so is tomorrow good or the next day more what you had in mind? (book it) To confirm, that's _____ on _____ at _____ sharp. I will reserve that time for you and we'll be there rain or shine! Thank you soo much for your support!

(If she's busy, say ____ does have to have 6 people but it still counts if...book her for another time and check your schedules. IN PERSON is the best form and on phone in crunch times.)

Script When Calling PP From Your Own Hot Contact list:

Hi. May I speak to _____. Hi _____, this is _____ _____. Do you have a minute? (If 'no', I'm so excited to share something with you but I'll need a minute, when is best for me to call back? Is 30 minutes good or an hour better? If 'yes'—talk very fast through out the rest of this script!!)

I am soo excited and a bit nervous. I recently started my own business as an Independent Consultant w/ MK. I am anxious to get moving and part of my training is to call on friends and family that I know would encourage me not discourage me and _____ {although we haven't spoken in awhile} I automatically thought of you! What it consists of is 30-40 minutes of your time at _(SB)_ on __(Sun. 3-2)__ at _(11AM)_ (or b/w the hours of _____. I have to have 5 pp to earn a prize and I just knew you would help me win it and you will receive a gift just for coming! Is there any reason why you couldn't help me out? Great!! Again, that's _____ on _____ at _____ sharp. I will reserve that time for you and I'll be there rain or shine! I just knew you would make my new venture fun and easy! So, I will definitely see you then!

(Call the night before and leave a message as a friendly reminder. '____ I know you have a busy schedule so I'm just calling to remind you that we'll be seeing each other tomorrow ____ at _____. I'll be there no matter what. My number is ____ should you need to reach me.)

**If she wants to know details- just let her know that we will be doing a roll play w/ your director where she'll share the marketing and how we earn our money while you take notes and get trained. The questions she asks will bring up different conversation so her participation is so important. You are such an encourager and I soo appreciate your support!

Consultants booking her own CAREER SURVEY SCRIPT:

I have the privilege of being mentored and trained by my Director, Roya and I'm learning how to answer questions that people might ask about our company. She asked me to think of the (kindest) (sharpest) (most helpful) woman I know and ____ I immediately thought of you! Would you be available to Role Play on the phone or over a quick cup of coffee for about 30 min on ____ at ____?

AND ANOTHER INTERVIEW BOOKING SCRIPT OPTION:

Hey____ You are not going to believe what I am doing now! I just started my Mary Kay business! The reason for this call is that I need your help. My Director gave me a challenge to get 10 phone appointments this week to help me with my training. It's not now, it will be at a scheduled time that's good for you. It will only take about 30 minutes over the phone. Roya will be doing the talking and I have to take notes. After I hear her explain the Marketing Plan a few times I will be ready to do it on my own. Can you help me out?

CONFIRMING CAREER SURVEY APPOINTMENTS

Hi ____! This is Roya. I'm so excited about seeing you on ____ at ____ sharp at Starbucks. I'm calling to confirm as we're excitedly counting on you! ☺ Please text me back at _____. OH! VERY IMPORTANT...Don't forget to (watch/listen) to the (video/recording) prior to our chat.

*Send the morning of for an afternoon appointment and the night before a morning appointment.

NANCY D L BRINDLEY'S ANATOMY OF A SCRIPT:

1. Enthusiasm
2. Curiosity
3. Purpose
4. Specific plan
5. What's in it for them/me (WIIFM)
6. Ask
7. Confirm

1 Hi Sally

2 I'm so excited. Do you have a quick second?

3 The reason I'm calling is October is our customer appreciation month and my Director challenged me to bring my 2 sharpest customers to our success event and I would love to introduce you to my Mary Kay buddies as one of my best customers.

4 It is Tuesday, September 2nd at the Dulles Hilton. The event begins at 7pm and I'll pick you up at 6:15pm. We dress professionally in a skirted outfit or suit.

5 And as a thank you for your time I'll have a _____ for you.

6 Is there any reason why you couldn't join me this Tuesday?

7 Great. Of course you know you can count on me. I'll confirm the RSVP with my Director for the two of us and I'll pick you up at 6:15pm. And of course I'll have that special _____ for you. And I know we will have great time.

I highlighted the parts about picking her up because we really won't do that around here, so we would leave that out.

TIPS:

What to say when someone asks....

"So, What do you do?"

1st impressions mean everything.

Instead of responding—"I sell or I do Mary Kay."

Why not try:

"I'm an Independent Consultant (or Image Consultant) with Mary Kay, Inc. and I also help women how to run their own (entrepreneurial) businesses and I LOVE IT. "

You'll be surprised at the positive response you generate ;o) The confidence you exude when announcing your business will overflow into it's success!!!

**SCRIPTS TO
USE WITH
EXISTING
CUSTOMERS**

PREFERRED CUSTOMERS (ALREADY ORDERED FROM YOU BEFORE AND ON YOUR PCP) -- CUSTOMER REORDER SCRIPT

Hello. Sue? Hi, this is _____, on Team Roya Mattis, your Mary Kay Consultant. (Adjust this sentence, according to your position) How are you? Do you have a couple minutes or did I catch you running out the door? Great! Well I was just calling to make sure you'd received the Winter Look Catalogue a couple of weeks ago. It featured our BRAND NEW __ Products-do you remember seeing it? (Whether she looked at the catalogue or not, go on the same) Well, there is an EXCELLENT FREE gift with a purchase of forty or more on the back cover. Its a ___! I wanted to make sure you got what you needed to qualify for your gift! (If you don't have her purchasing history in front of you, skip the next sentence) I see here that you're probably getting low on your...(TW 3 in 1 Cleanser and your Day and Night Solution). Are you experiencing dryness in your skin this winter? I would love to tell you about our new Hydrating Products for Dry/Normal and Combination/Oily skin. They last about six months and are only thirty! That, plus a new gloss, will earn you the awesome gift!

You know ____, I can see that you haven't met with [Roya] in a while. Its the perfect time to reevaluate your skin's needs and then [she/I] can bring your order over! [She/I] would love to have you on [her/my] Test Panel and get your opinion of the new __ Products as well! What is best for you-this week or is next week more what you had in mind?

Would you like to do this by yourself, or the really fun way and have a few girlfriends over to be on the Test Panel as well? They get complementary pampering, and you get gifts and up to fifty dollars in FREE products! [Roya/I] does/do all the work and they don't have to buy a stitch! So, which would you prefer? (Stay silent)

(One on One) I have the perfect location on ___ night from 7 to 9PM at the beautiful ____. I'll mark you down for the Pampering Social on this Tuesday then? (If she can't do a Tuesday, guide her to less popular times, like weekday lunch hours)

-OR-

(Once she has agreed to have friends, you say-) Great. Are weekdays good or weekends better? Beginning of the week or end of the week? ...

All I need from you to get the ball rolling is a great list! The most successful Queens always have at least 15 girlfriends on their list. You can probably count on half showing up. Our ideal number is six friends. I would need names and numbers. I'll send out personal beautiful text invitations to each one and I'll call to confirm and get their skin type!! All you need is a table with good lighting, a roll of paper towels, and simple snacks and drinks if you'd like, on a separate table or counter space. I will be there rain or shine. You can definitely count on me; may I also count on you? GREAT!

To get your guest list, is tomorrow good or the next day more what you had in mind? Morning or evening? And the best number to reach you at that time? Great! (Get cell # too) I look

forward to talking with you ____ at _____. Did my cell pop up on your phone or do you need it? Great! My name again is __. Chat __! Bye!

(If she wants to send it via email, say-) Sometimes I have trouble with that, so I'll call to go over it with you to be sure I have it right. So, is tomorrow good or the next day better to get together over the phone?

If You Get The Machine

This is _____, from Team Roya – your Mary Kay Consultant. We're calling to see if you received the new (Winter) Look Catalogue and to check on your beautiful face and skin-care needs. An amazing FREE gift of __ is available with purchase right now! We can be reached at [_____]. If we don't hear from you, we may try you back at another time. Feel free to check our website at [_____]. Hope you're having a Great day!

PCP CUSTOMER APPRECIATION SCRIPT

Hi _____! This is (name), your Mary Kay Consultant. We are committed to excellence for you and I have exciting news! Do you have a quick, quick min?

Great! Wait till you hear about our new Customer Appreciation program just for our current clients! From now on, every client that you refer that gets pampered will receive a \$15 gift certificate from you that costs you absolutely nothing & you will receive a \$10 credit once she meets with me! It's UNLIMITED! Plus if you're ready for a check up from the neck up and share it with friends, you'll get \$20 per guest up to \$100 FREE! Are you ready?

If she is not interested: You may have just received the (spring) Look Book and noticed you may be low on....(check her profile/blvd). Would you like for me to be efficient and take care of your refills for you?

If she interested: It's March Madness! And we are doubling it all!! So for each referral that gets pampered, you will receive \$20 and for each adult (who is 21 years or older & a non MK user) who joins your pampering, you will receive \$40 up to \$200 FREE! Which would you like to take advantage of –Referrals or Personal Pampering?

If not interested in any of the above: Roya is passionate about helping women in confidence and choices. We believe that women walk around with a dream life in their mind's eye and we believe that they are totally capable of achieving it! What we provide is a pathway of possibilities in a safe, celebratory environment to obtain those dreams. Has anything changed in your life or do you know of anyone in the US that may enjoy hearing more? Yes, life can get very busy, but Roya would love to take you out for tea/coffee to talk more.

If she is interested: Book a time.

If she is not interested: If you know of anyone one who is interested and they decide to begin their MK business, you will get 1/2 off for 1/2 the year for being a talent scout. It's our way of saying thank you! Please know you make a difference and we appreciate you so much.

If you get an answering machine:

Hi _____! This is (name), your MK Consultant. I have some amazing news for you with a brand new promotion to put \$200 of FREE MK in your pocket! Give me a ring back at (phone). And you may have received the new Look Book. I'm here to officially refill anything you might be running out of in the next couple months. And there's a new (season) line your jaw may drop over!! Looking forward to hearing from you. If email or the website is easier, you can email mattisoffice@gmail.com or visit Roya's website at (website). Have a great day!

DID NOT SIGN UP FOR PREFERRED CUSTOMER PROGRAM
BUT HAVE CUSTOMERS TO CALL FOR RE-ORDERS:

Hi __name__, this is __name__, you Mary Kay Consultant. Do you have a quick minute?
Great! I'm just so excited! The reason for my call is to make you an offer you can't refuse! I am extending a 20% discount to all of my customers, tonight and tonight only! I've noticed that you may be getting low on... Are you experiencing dryness this winter? I recommend ...Wonderful! What else can I set aside for you? Is your mascara more than 3 months old? Do you need a fun new gloss? Powder? __name__, how would you like to pay for that? I will deliver your items ASAP.

One more thing _____. As we speak, I am participating in a one-hour booking blitz, as well. I am competing against my sister consultants for a Queen of Booking Challenge! We can do this only by yourself or how would you like to invite a few of your best girlfriends over, those who you believe are overworked and under pampered, for a pampering social! You will receive a very special gift from me for being my hostess and for helping me with this challenge and up to \$100 in free PRODUCTS...I call it \$100 for FREE when you PARTY with ME! Terrific! What looks best for you, this week or next week? Weekdays or weekends.

Weekdays: Wed or Thurs? (Weekdays I recommend setting up at 6 PM and starting at 7.)

Weekends: Sat or Sun? Morning or Afternoon? (Morning I recommend set up at 9:30 and start at 10:30. Afternoon I recommend set up at 12 or 1 and start at 1 or 2.)

All I need from you to get the ball rolling is a great list! The most successful hostesses, we call our QUEENS, always have at least 10-15 people on their list. All we need are names and numbers. I'll send out personal beautiful text invitations to each one. Then I wait to see if they respond yes or no to you or me. About 4 days out I connect with the 'yesses' and those we didn't hear from to confirm and ask about their skin to set up a PERSONALIZED station for her and her skin care needs! All you need is a table w/ good lighting, a roll of paper towels, simple snack and drinks if you want on a separate table or counter space. I will be there rain or shine. You can count on me! May I count on you, as well? GREAT! To get your guest list, is tomorrow good or the next day more what you had in mind? Morning or evening? 1 or 2. And the best phone number to reach you at that time? GREAT! (Get cell # too.) I look forward to talking with you ___ at _____. Bye!

(If she wants to send it via e-mail say:

Sometimes I have trouble with that so I'll call to go over it w/ you to be sure I have it right. So is tomorrow good or the next day better to get together on the phone?)

[If you get an answering machine, explain the 20% discount and gift with purchase offer (or 1 order free)...My number is _____, and I'll phone you back if I don't here from you! Look forward to your call!"]

*IDEA: Rather than extending the 20% discount to every customer, you could explain that at the end of the night, you will draw a name from your sales tickets and one lucky customer will win her order free!!!

SCRIPT FOR CALLING CUSTOMERS YOU HAVEN'T SPOKEN TO IN A WHILE...

Hi _____, this is _____ with Mary Kay do you have a quick minute?

First, I wanted to apologize for not being a very good consultant and staying in touch better!

Are you still using the products?

(If yes)- Which ones?

(If no)-May I ask what occurred and if your skin is ALL that you'd love it to be?

As an appreciation gift to let you know how very much you're valued, I have a \$20 gift certificate for you toward your next reorder of \$40 or more.

Are you receiving the Look Books each quarter?

(If yes)- Would you like to continue receiving it?

(If no)- Would you like to receive it each quarter?

You know what? A lot can happen with our skin in time and seasons, we can do a quick check up from the neck up and I'm just so excited to reconnect I'm going to pay you for your time by upping that \$20 gift certificate to \$30 when we get together! Maybe we can re-match your foundation, check your hydration levels, and what else would you love to change or improve or would you just like to know you're in the 'know' with the latest make up trends? Great!

Would the weekend work better for you or maybe during the week? ...

(This is of course assuming they answered positively...otherwise you thank them for their time and they can call you if anything changes...make sure they have your information because if they are using another consultant- that could change.)