

Proven Booking Method: Scripts based on who you are calling

The key is to contact someone at least 5 times...because that is when your booking rate will skyrocket!

2% of sales & bookings happen on the 1st contact

3% of sales & bookings happen on the 2nd contact

4% of sales & bookings happen on the 3rd contact

10% of sales & bookings happen on the 4th contact

81% of sales & bookings happen on/after the 5th contact

48% of people give up after their 1st contact

24% give up on their 2nd try

12% give up on their 3rd try

6% give up on their 4th try

10% give up on their 5th try

- 1) Start with 30 contacts - friends & family or customer profile cards.
- 2) In your calendar, put the names & #s of ten contacts on Day 1. On Day 2, put names & #s of next 10 contacts. On Day 3, put names & #s of last 10 contacts.
- 3) On Day 1, call the first 10 contacts on your calendar. Leave a message and then text immediately using the booking scripts below!
- 4) Use a pencil!!! Next to each contact, highlight accordingly based on results from the contact.
 - Yellow** = Contact made
 - Blue** = Responded but no solid booking yet
 - Pink** = Booked!
 - Green** = Contact about business opportunity
 - Orange** = No, not now
 - Black** = Cross off the list if solid NO
- 5) If she doesn't reply to your 1st attempt (voicemail) or 2nd attempt (text), roll her name 3 days ahead on your calendar to call & text again. If she doesn't reply to your 3rd attempt (voicemail) or 4th attempt (text), roll her name ahead 3 days again. If she doesn't reply to your 5th attempt (voicemail) & 6th attempt (text), put her in a file to call 2 months from now.
- 6) On Day 2, repeat steps 3 – 5 with the next 10 contacts on your calendar.
- 7) On Day 3, repeat steps 3 – 5 with the next 10 contacts on your calendar.
- 8) On Day 4, call & text all of your first 10 leads again, unless someone booked or said no. If that happens, fill in your 10 calls with additional leads (beyond your initial 30) so you're always calling 10.

This system prevents you for making snap judgments, like "nobody's calling me back." Or "this isn't working." These are feelings & thoughts that might make you quit calling sooner than you should.

SCRIPTS ARE BELOW!!!

***Always say them with a physical SMILE on your face. It DOES come across!**

SCRIPT #1 – Day 1 – Contact 1

Make sure your first contact is a PHONE CALL. On the same day, use Script #2 to TEXT. If they answer live, have your datebook ready, set up the date and time, and do a little coaching.

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| <p>Cold Leads who have WON SOMETHING! (facial boxes, rose promos, booths, etc.)</p> | <p>VOICEMAIL 1: Hi _____, it's _____ with Mary Kay, and I'm calling with some fun news! I just picked your name as one of my winners from the _____ show! You've won a Pampering Session for you and 5 of your girlfriends ALONG WITH a gift certificate with FREE \$ to spend for you! Congratulations! I can't wait to share more details with you, so please give me a call back at _____. That's _____ <i>(repeat in a different way)</i>. This is _____ saying congratulations!</p> |
| <p>Warm Chats</p> | <p>VOICEMAIL 1: Hi _____, it's _____ with Mary Kay. It was great meeting you yesterday at _____! <i>(Give a compliment from your brief time together.)</i> I'm calling to share some fun news with you! I have ten \$25 gift certificates to give away this month along with a healthy skin care pampering session, and I want YOU to have one! I can't wait to share more details with you, so please give me a call back at _____. That's _____ <i>(repeated in a different way)</i>. Again, it's _____ <i>(your name)</i> !</p> |
| <p>Referrals</p> | <p>VOICEMAIL 1: Hi _____! This is _____ with Mary Kay. I don't think we've met, but we have a mutual friend in _____! She was gifted with ten \$25 <i>(or whatever amount you choose)</i> gift cards that come along with a complimentary healthy skin care session & she wanted one of them to go to you! I can't wait to share more details with you, so please give me a call back at _____. That's _____ <i>(repeated in a different way)</i>.</p> |
| <p>New Consultant (calling friends and family)</p> | <p>VOICEMAIL 1: Hi _____, it's _____! I recently started my own business teaching skin care and makeup with Mary Kay, and I'm so excited! I have selected 10 women in my life to receive ultimate pamper packages and \$25 gift cards – and, YES, I've selected YOU! Please call me back ASAP so I can fill you in on details!</p> |
| <p>Seasoned Consultant (calling friends, family and customers)</p> | <p>VOICEMAIL 1: Hi _____, it's _____! I feel refreshed and optimistic and I have set some exciting new goals in my Mary Kay business! I have selected 10 deserving women, who I knew would encourage me, to GIFT with ultimate pampering packages and \$25 gift cards – and, YES, I've selected YOU! Call me back ASAP and I will fill you in on the details! If I don't hear from you, I will follow up in 3 days. You know my number but it's _____. <i>(may add: 'I feel like a kid at Christmas!')</i> Can't wait!</p> |

SCRIPT #2 – Day 1 – Contact 2

Important to say you will be following up in a few days.

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| <p>Cold Leads who have WON SOMETHING! (facial boxes, rose promos, booths, etc.)</p> | <p>TEXT 1: Hi ____! We met briefly at the ____ and I'm texting to say - Congratulations!!! You were drawn as one of our winners!! I left you a voicemail today & wanted to make sure you receive it as not everyone listens to messages LOL. Text me back so that I know I have the right person. If I don't hear back from you, I will follow up in 3 days. 😊 Roy</p> |
| <p>Warm Chats</p> | <p>TEXT 1: Hey ____, it's ____ with Mary Kay! I left you a voicemail today and wanted to make sure you received it as not everyone listens to messages LOL. <i>(Give a sincere compliment like – ‘When we met, you carried yourself with such kind confidence.’)</i> I selected you to receive a \$25 gift card along with a FREE Healthy Skin Care Pampering. Congrats! If I don't hear back from you, I will follow up in 3 days. 😊</p> |
| <p>Referrals</p> | <p>TEXT 1: Hi ____! This is ____ with Mary Kay. I don't think we've met, but ____ said text is the best way to reach you! She was gifted with ten \$25 <i>(or whatever amount you choose)</i> gift cards that come along with a complimentary healthy skin care session & she wanted one of them to go to you! Text me back so that I know I have the right person, ok? P.S. I'm sending you a photo of us so you know that I'm a real person and not a robot or a telemarketer! <i>(emoji face)</i></p> |
| <p>New Consultant (calling friends and family)</p> | <p>TEXT 1: Hi ____! I left you a voicemail today and wanted to make sure you received it as not everyone listens to messages LOL. You were on the top my list for a free pampering session and gift card! 😊 If I don't hear back from you, I will follow up in 3 days. <u><i>(your name)</i></u></p> |
| <p>Seasoned Consultant (calling friends, family and customers)</p> | <p>TEXT 1: Hi ____! I left you a voicemail today and wanted to make sure you received it as not everyone listens to messages LOL. 😊 You were on top of my list for a FREE pampering session and GIFT CARD! This is for 10 deserving, supportive women and I chose YOU! If I don't hear back from you, I will follow up in 3 days.</p> |

SCRIPT #3 – Day 4 – Contact 3

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| <p>Cold Leads who have WON SOMETHING! (facial boxes, rose promos, booths, etc.)</p> | <p>VOICEMAIL 2: Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding you being one of my winners! I have an awesome prize and free product waiting for you! Please connect with me when you can. I know you're super busy, so I will follow up again in a couple days if don't hear from you. My number again is _____. That's _____ (<i>repeated differently</i>)</p> |
| <p>Warm Chats</p> | <p>VOICEMAIL 2: Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding your healthy pampering and \$25 gift certificate! It's fast, fun and free and I'm looking forward to our time together. Please connect with me real quick when you can! I know you're super busy, so I will follow up again in a couple days if don't hear from you. My number again is _____.</p> |
| <p>Referrals</p> | <p>VOICEMAIL 2: Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding the \$25 (<i>or whatever amount you choose</i>) gift certificate and healthy pampering that _____ has gifted to you! Please connect with me real quick when you can! I know you're super busy, so I will follow up again in a couple days if don't hear from you. My number again is _____.</p> |
| <p>New Consultant (calling friends and family)</p> | <p>VOICEMAIL 2: Hi _____, it's _____ with my new 'business hat' on. So excited and nervous and just wanted to follow up with you regarding the healthy skin care pampering package & gift card I have for you! It will be fun girl time and it will help me jumpstart my business. Your support means everything to me right now. Please connect when you can! I know you're super busy, so I will follow up again in a couple days if don't hear from you.</p> |
| <p>Seasoned Consultant (calling friends, family and customers)</p> | <p>VOICEMAIL 2: Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding your ultimate pampering package! I have an awesome gift and free product waiting for you! This big goal has gotten me excited and nervous all at once. Your support means the world – thank you! Please connect with me as soon as you have like 90 seconds! I know you're super busy so I will follow up again in a couple days if don't hear from you.</p> |

SCRIPT #4 – Day 4 – Contact 4

You can text or private message on Facebook.

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| Cold Leads who have WON SOMETHING! (facial boxes, rose promos, booths, etc.) | TEXT 2: Hi _____! It's Royce with Mary Kay checking back in. 😊 I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the awesome pampering session you won! (<i>dancing emoticon</i>) I can't wait to fill you in on all the details! |
| Warm Chats | TEXT 2: Hi _____! It's _____ with Mary Kay checking back in. 😊 I left you another quick voicemail. I didn't hear back from you & don't want you to miss out on the fast, fun & free pampering & gift certificate! I can't wait to fill you in on all the details! |
| Referrals | TEXT 2: Hi _____! It's _____ with Mary Kay checking back in. 😊 I left you another quick voicemail. I didn't hear back from you & don't want you to miss out on the pampering session & gift certificate that _____ has gifted to you! I can't wait to fill you in on all the details! |
| New Consultant (calling friends and family) | TEXT 2: Hi _____! It's _____ checking back in. 😊 I left you another quick voicemail. I know life can get busy and I didn't hear back from you & wanted to make sure you listened as I'm excited and nervous and your support means everything to me right now. I can't wait to fill you in on the details for like 90 seconds. |
| Seasoned Consultant (calling friends, family and customers) | TEXT 2: Hi _____! It's _____ with Mary Kay checking back in. 😊 I left another quick voicemail. Didn't hear back from you yet and have a free pampering package and GIFT CARD just for YOU! I'm excited and nervous and your support is everything to me. I can't wait to fill you in on the details for like 90 seconds. |

SCRIPT #5 – Day 7 – Contact 5

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| <p>Cold Leads who have WON SOMETHING! (facial boxes, rose promos, booths, etc.)</p> | <p>VOICEMAIL 3: Hey _____, it's _____ following up one last time regarding your pampering session. If I don't hear back from you, I will assume you're just super busy and pass it along to another winner for the time being and then follow up with you in a couple months ok? Hoping everything is alright. Dial me for a quick sec at _____.</p> |
| <p>Warm Chats</p> | <p>VOICEMAIL 3: Hey _____, it's _____ following up one last time, regarding your healthy skin care session. If I don't hear back from you, I will assume you're just super busy right now and follow up with you in a couple of months, ok? Hoping everything is alright. Dial me back for a quick sec at _____.</p> |
| <p>Referrals</p> | <p>VOICEMAIL 3: Hey _____, it's _____ following up one last time, regarding the gift certificate and healthy skin care session that _____ has gifted to you. If I don't hear back from you, I will assume you're just super busy right now and follow up with you in a couple of months, ok? Hoping everything is alright. Dial me back for a quick sec at _____.</p> |
| <p>New Consultant (calling friends and family)</p> | <p>VOICEMAIL 3: Hey _____, it's _____ following up one last time, regarding your pampering package and FREE \$ to spend. If I don't hear back from you I will assume you're just super busy and follow up with you in a couple of months. You know my number, but just in case it's _____. That's _____ (<i>repeat in a different way</i>).</p> |
| <p>Seasoned Consultant (calling friends, family and customers)</p> | <p>VOICEMAIL 3: Hey _____, it's _____ following up one last time, regarding your pamper package and FREE \$ to spend. If I don't hear back from you, I will assume you're just super busy and follow up with you in a couple of months. I'm sure you have my number but just in case it's _____.</p> |

SCRIPT #6 – Day 7 – Contact 6

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| <p>Cold Leads who have WON SOMETHING! (facial boxes, rose promos, booths, etc.)</p> | <p>TEXT 3: Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding your FREE pampering session. If I had FREE \$ to spend, I'd want to make sure someone got it to me! 😊 Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months. 😊</p> |
| <p>Warm Chats</p> | <p>TEXT 3: Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding your FREE pampering session. If I had FREE \$ to spend, I'd want to make sure someone got it to me! 😊 Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months.</p> |
| <p>Referrals</p> | <p>TEXT 3: Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding the FREE pampering session _____ has gifted you. If I had FREE \$ to spend, I'd want to make sure someone got it to me! 😊 Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months.</p> |
| <p>New Consultant (calling friends and family)</p> | <p>TEXT 3: Hi _____, this is _____ trying one last time to reach you as I hand selected you because I think you're _____. I promise this will be as much of a GIFT to YOU as it is to ME. Please call or text me today to book this fun appointment together! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months. Hugs! 😊</p> |
| <p>Seasoned Consultant (calling friends, family and customers)</p> | <p>TEXT 3: Hi _____, this is _____ trying one last time as I hand selected you because I think you're _____. I promise this will be as much of a GIFT to YOU as it is to ME. Please call or text me today to book this fun appointment together! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months. Hugs! 😊</p> |

WHEN SHE ANSWERS YOUR TEXT

Yeah ____! Do u have a sec now so I can give you the details?

**If 'yes', call her right away with the booking script.*

**If 'no', reply with two choices of when you could reach back out. For example:*

No worries. Is tonight good or tomorrow afternoon better to take a 60 second call?

Tonight? Great! 7 or 7:15?

Sounds good! We'll connect for a moment then! Congratulations again!! 😊

WHEN SHE WANTS TO BOOK VIA TEXT

After your initial PHONE CALL and TEXT attempts, if she responds via text, try to get her on the phone (see 'WHEN SHE TEXTS BACK' script above). If she says she CAN'T take a call now or later, use the following to book her via text:

Hi _____! I'm so excited to book this with you! We will be doing a Mary Kay skin care session with a microdermabrasion treatment (they are upwards of \$150 at the spa, so it's a great deal). You'll get your gift certificate AND a swag bag with free products! Most people love this experience with a few girlfriends (& your swag bag will double in size if you have friends join you)...so you can have up to 5 people join you as long as they are over 21. Right now, I'm booking this Wednesday through December 13th. What day/time would work best for you?

Example reply from her: December 11 in the afternoon would work for me. I may have 1 other girl join me.

Okay perfect. Does 1pm or 4pm work? What's your address? I'll create a text invite for you to send to her!

**Send a couple days later:* Hi _____! My assistant is wrapping all of your gifts as I type this! I'm so excited to give them to you and your girls! Go ahead and copy and send the text & pic below. I would send it to 15 people...That way 5 will show. And if all 15 RSVP YES...then I'll just have to break the rules & give more free stuff away! Shhh, don't tell! *(Crying laughing emoji, Monkey hiding emoji)* Excited to meet you on _____! I'll keep you updated on who responds! If I get responses starting tonight, you get a free full sized mascara!

TEXT FOR HER TO SEND TO HER FRIENDS: Hey friend! I'm super excited! I was gifted a pampering package from Mary Kay for myself and 5 of my friends!! You know how much I LOVE you, so you are one of the people I picked! (see the invitation below) Part of my package was that you get a personalized swag bag with some fun products in it! Can you text <consultant's first name> at <consultant's number> with your RSVP so she can customize your swag bag with products YOU WILL LOVE?!

Example text from friend: Hi. This is Kaycee. I just wanted to RSVP to Shelby's party on Friday. 😊

REPLY TO HER FRIEND: Hi Kaycee! Super excited to meet you <day of party>! For your gift bag, do you want more makeup or skin care? Also, so I can come prepared for you, do you have like 60 seconds to connect so that I can ask a few questions to prepare your very own pampering station? – (your name)

WHEN SHE ANSWERS YOUR CALL

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| <p>Cold Leads who have WON SOMETHING! (facial boxes, rose promos, booths, etc.)</p> | <p>Hi! Is _____ available? Hi _____! This is _____ with Mary Kay. You may or may not remember, but you entered a drawing last week at _____ and guess what?! You are our grand prize winner (or 2nd place winner)! Do you have a minute? Great! I'm so excited to tell you that you've won a gift certificate along with a complimentary healthy skin care session for you and 5 girlfriends by a professional consultant from Mary Kay and that's me! <i>(Then proceed with script on next page.)</i></p> |
| <p>Warm Chats</p> | <p>Hi! Is _____ available? Hi _____! This is _____ with Mary Kay. It was great meeting you yesterday at _____! <i>(Give a compliment from your brief time together.)</i> I'm calling to share some fun news with you! Do you have a minute? Great! I have ten \$25 gift certificates to give away this month along with a healthy skin care pampering session, and I want YOU to have one! <i>(Then proceed with script on next page.)</i></p> |
| <p>Referrals</p> | <p>Hi! Is _____ available? Hi _____! This is _____ with Mary Kay. I don't think we've met, but we have a mutual friend in _____! Do you have a minute? Great! _____ was gifted with ten \$25 (or whatever amount you choose) gift cards that come along with a complimentary healthy skin care session & she wanted one of them to go to you! Do you have a minute? <i>(Then proceed with script on next page.)</i></p> |
| <p>New Consultant (calling friends and family)</p> | <p>Hi _____, it's _____! I recently started my own business teaching skin care and makeup with Mary Kay, and I'm so excited! Do you have a minute? Great! I have selected 10 women in my life to receive ultimate pamper packages and \$25 gift cards – and, YES, I've selected YOU! <i>(Then proceed with script on next page.)</i></p> |
| <p>Seasoned Consultant (calling friends, family and customers)</p> | <p>Hi _____, it's _____! I feel refreshed and optimistic and I have set some exciting new goals in my Mary Kay business! Do you have a minute? Great! I have selected 10 deserving women, who I knew would encourage me, to GIFT with ultimate pampering packages and \$25 gift cards – and, YES, I've selected YOU! <i>(Then proceed with script on next page.)</i></p> |

WHEN SHE ANSWERS YOUR CALL (CONTINUATION OF ALL SCRIPTS):

So, I guess I'm just calling to see when's best for us to get together to spend your FREE \$ -- Are weekdays good or weekends more what you had in mind? <say all of this before you breathe, only pause after last question!>

Right now I have an appointment available on _____ at ___p.m. (or a.m.) OR _____ at ___. Which is best for you? (or 'I just happened to get an opening tomorrow which is unusual. Do you happen to be available?')*

_____, as I mentioned, your certificate entitles you to share this experience with 5 adult girlfriends. All I need from you to get the ball rolling is a great list! I find inviting 15 people is best as you can probably count on half showing up. Our ideal number is 5 friends joining us. If more come, (*whisper*) we'll break the rules and let them join us! We need names, phone numbers and addresses if you plan for me to send postcard invites. I'll send out personalized text invitations to each one and then, about 4 days out, I'll connect to ask about their skin to prepare a personalized pamper station for their skin care needs!! All you need is a table with good lighting, a roll of paper towels, & simple snacks and drinks, if you want, on a separate table or counter. I will be there rain or shine.

_____, for some women this is a hobby, but for me it's a profession. You can definitely count on me!! May I also count on you? GREAT!

For your guest list, is tomorrow good or the next day more what you had in mind? ** Morning or evening? ___ or ___? (*pick a SPECIFIC time*) And the best phone number to reach you at that time? GREAT! (*Get cell # too*) I look forward to talking with you _____ at ___ sharp. Did my number pop up in case you need it? GREAT! Can't wait to pamper you! Chat _____ at ___. Bye for now!

**If she says she needs to check with her friends, say really casually: 'I'll tell ya what we're gonna do. We're gonna just treat this like a birthday party. And you know how for a birthday party you make sure the birthday girl can come and her best friend or mom? Well you get to be the birthday girl and I get to be the best friend! So we just figure out what's best for you and I and then we invite the rest and see if they can come! And if they can't, it's no big deal. So what's the best day to JOT down your little guest list? Tomorrow good or the next day more what you had in mind?' Then go on to book her for the SPECIFIC TIME for her guest list. Remind her to jot down 15 names and numbers to ensure she has the best turnout.*

***If she wants to send it via e-mail 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 on the phone?'*

Now, if you have 60 more seconds, I'd love to ask you just a few quick questions about your skin type.

Are you allergic to anything as far as you know?

What are you currently using to care for your skin? Are you dry/oily/T-zone or totally normal?

If I could wave a magic wand and change anything about your skin, what would you like changed?

GUEST LIST REMINDER TEXT

If you're getting a guest list in the morning, text the night before. If you're getting a guest list in the afternoon, text the morning of)

Hi ____! I know we have a million things going on so I just had to send a quick note saying I'm excited to connect for your 15 person guest list tomorrow (or today) at __. We'll want their names and numbers to be able to text out your invites. Got my calendar reminder set! Have a GREAT NIGHT (or MORNING)!

**If you call and she doesn't have a guest list and wants it to be just her or her and a friend you can say (very casually but directly): ' ____ that's wonderful! I can't wait to get to know you and pamper you! I tell you what, the slot we selected is reserved for my group appointments, however, I hold my individual and double facials at __ and __. So, do you feel like you could gather a couple of girls for our original time or would you prefer picking from my other slots? Awesome!' (Whatever she says is great with you!)*

If you LOVE her, and you don't want to move it, simply say: 'I tell you what, the slot we selected is reserved for my group appointments so what we can do is keep that slot if it's ok with you that, if I have another girl that would like the same time and I feel you'd get along great, I'll bring her to join us! Does that work for you?'

**If it is just the two of you, call 1 or 2 days before to confirm. Tell her you will be there and are calling as a friendly reminder.*

**If a class (party), confirm as you would confirm any class by calling the guest list yourself and communicating with the Queen.*

SETTING A TENTATIVE DATE (VERY IMPORTANT!!!)

Let's set a tentative date, with the understanding that if we need to change it we can, OK? Great! Which is GENERALLY best for you, weekdays or weekends?

(If she says weekdays) Beginning of the week or end of the week?

(If she says weekends) Saturday or Sunday?

Morning or afternoon? *(Mornings: I recommend set up at 9:30 and start at 10:30. Afternoons: I recommend set up at 12 or 1 and start at 1 or 2. Weekday evenings: I recommend set up at 6 and start at 7.)*

- *Coach it just like a firm booking and let her know that you'll call to confirm the date on _____ at ____.
(Book a SPECIFIC time to confirm the date within 1 to 2 days.)*
- *If her concern is that she doesn't know if her friends are available, tell her that you'll book a tentative date that is best for her and see which friends are available on that date. If they can come, great! If not, we can do just the 2 of us or reschedule.*
- *3 reasons people don't book:*
 - 1. They don't want people at their place (some love to have people over, others do not). Have other locations to offer.*
 - 2. They are afraid their friends won't show. Let her off the hook by saying 'We'll give it a try and if they don't come, it's no big deal. I'll be there for you!'*
 - 3. They are afraid to 'make friends buy'. To take the heat off, offer some hostess credit for their friends just 'showing up'.*
- *Overcoming objections before they occur is the BEST WAY! HAPPY PARTYING!!*