

Script for booking 30 Faces Power Start:

“Hi _____. This is Judi. Do you have a quick minute? Great! The reason I am calling is I am working on a training program with my Mary Kay business and I was wondering if you would be will to help.

(If you are people who may not know you are in Mary Kay you can say: As you may or may not know, I am a consultant with Mary Kay I am calling is I am working on a training program with my Mary Kay business and I was wondering if you would be will to help....)

I need to get the opinion from 30 women and get their opinion of our products. All we need to do is get together, you could try the Mary Kay products, and get a free makeover. It takes about an hour- Is there any reason why you wouldn't let me borrow your face? (Let her talk- do not keep talking here, if you do- you lose.)

What would be better for you- evening or weekend? (Could also say- this week or next week, etc. give her two choices of when you are holding appointments- so not leave it open ended)

Ok, thanks- can I get your address? (or you can ask her to come to you if you are ok with that).

Ok, thank you so much for being willing to help! Have you ever tried Mary Kay or used it before? (if she says yes, ask her: Do you currently have a Consultant you are working with?)

Well, I am so excited to get together with you- the last thing I need to do is ask you a couple quick questions about your skin so I can be better prepared for you! Is your skin combo/oily or normal/dry?

(she may explain.... Write down whatever she tells you about her skin.) The next question is a fun one- if I could wave a magic wand and change one thing about your skin- what would it be? (most people will respond with something that the Miracle Set will correct. If you do not know what she needs- just ask or you can look on product central.) Great! Well this really helps me so I can bring some products just for you!

The last thing I do want to mention is that I do have the goal of surveying 30 women, so if you would like to share your appointment with one or two girlfriends, that would be awesome! I am rewarding anyone who helps and has a minimum of 2 people there a gift voucher of \$75 in product for \$35. If it is okay –say her name -, I will check in with you a couple days ahead of time to confirm our appointment and then you can let me know if you decided to invite anyone along. Would that be ok? (Getting her permission allows you to call back to see if she decided to do it as a party.)

Thank you so much! I am really looking forward to catching up AND pampering you! Have a great night! Bye!

*BE PREPARED TO ANSWER TO
THESE RESPONSES:*

She says: I'm too busy...you offer to have it at your house...send the e-vites for her...work around her schedule and remind her that it take 2 hours max...you need to stop and let me pamper you for just a bit!

She says...I use Brand X...Great...I can see you value good skin care and I would love to get your opinion to see how Mary Kay compares to Clinique. (or whatever she uses)

She says...I already have a Mary Kay Consultant...Great then you already know how great this is! We do not take each others customers, however, you can still have a party and invite some of your friends who do not have a Consultant!

She says...I don't want to do a party...Great! Then let's get together just the two of us. If your mom(sister, etc.) wants to join us, that is ok too! We can keep it simple!

She says...maybe in a few months...in order for it to count for this first goal we need to do it in this first month. How about just the two of us getting together?

Which is better for you...daytime or evening? Evening or weekend? Tuesday or Thursday? 7 or 7:30? And you book the appointment! (Have your date book READY with time slots that work for you!!!)