

*Booking Script USE THIS SCRIPT FOR THOSE THAT STOPPED BY BUT DID NOT BOOK ON THE SPOT. I ALSO USE THIS SAME SCRIPT FOR THE NAMES WE GET AFTER THE SHOW....*

**When you leave the message: (sound excited!)**

Hi \_\_\_\_\_ This is Becky Rogers with Mary Kay. We met at Buffalo Bills Days this past weekend and I am calling to let you know you were a winner at our drawing yesterday! Give me a call and I will give you all the details (PAUSE) – my cell is probably the best place to catch me 303.717.3494. Can't wait to chat with you!

**If they answer:**

Hi! Is \_\_\_\_\_ available? Hi, \_\_\_\_\_! This is Becky Rogers with Mary Kay and we met at Buffalo Bills Days this past weekend! I am calling to let you know that you won the prize package from our drawing! CONGRATULATIONS!!! So, do you have a quick minute so I can tell you a little bit about what your pampering session?

(let her respond)

Well, again, Congratulations! What an exciting time! Let me tell you a little bit about how this works and then we can get something scheduled. So, what it is we get together, do a hand pampering treatment, so we do a skin care consultation, and a makeover –with all mineral make up!

Have you ever tried Mary Kay before or heard of it or used it? (Let her respond)

Great, do you work full time or are you a student, what do you have going on? I do my appointments in 2 ways, whatever works for you is totally fine for me. One way is I do a Ladies night out event in Louisville, on Wednesdays at 6:00 at the Comfort Inn, maybe 5-10 other women come and we do skin care, makeovers, give away free stuff and have a blast. The other option is that you can UPGRADE your prize package for FREE and do your appointment in your home with a couple of friends. Since we have never met before, it might be fun for you to have some of your girlfriends there so you can get their opinion of your new look! The more the merrier, I say! So, which works better for you, Wednesday in Louisville or in your home with some friends? (Let her respond)

***Book which one they want- always give 2 options. Ask their address and confirm the time back to her.***

If they select Louisville, I let them know they are totally welcome to bring friends there too.

***Then I go into coaching.... THIS IS KEY TO GETTING THE APPOINTMENT TO HOLD. THEY NEED TO VISUALIZE THE APPOINTMENT AND KNOW YOU ARE COMING TO MEET THEIR NEEDS!!!***

OK, \_\_\_\_\_ the last thing is I just need to ask you a few quick questions about your skin so I can make sure I have all the right goodies for your appointment.

Is your skin normal to dry or combo to oily?

When it comes to make up- do you prefer natural or dramatic? What is your favorite shade of lip gloss – pink, browns, plums, corals, neutral?

If you had a magic wand and could change one thing about your skin- what would it be?

OK, Great. If it is okay, I would like to give you a call back in a few days and see how many gals we will have so I can be better prepared for you guys when I come. Well, I am really looking forward to hanging out with you! I know we will have a blast! I will see you on date, time, at place!

Have a great night! Bye!

