

Bridal Booking Script (adapted from scripts from Sales Directors Emily Shutte, Susan Carlson, and Jacque Moore)

When you leave the message: (sound excited!)

Hi _____ This is Becky Rogers... I know you don't know me at all but we have something in common- your wedding! I have a really neat reason why I am calling you and just a quick question for you. Give me a call – 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 and I know you don't know me at all, but I am actually calling because I was given your name and number because you were referred to me by Premier Wedding Guide for a Bridal Pampering Package! So, do you have a quick minute so I can tell you a little bit about what your pampering session?

(let her respond)

Well, I guess first of all I want to confirm- you're a bride, right? (Let her respond)

Congratulations! What an exciting time! Well, I won't take up too much of your time, let me tell you a little bit about how this works and and if it sounds like something you would enjoy 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! What is neat is that I work with Mary Kay and I am trained by an international make up artist so I can show you how to apply your shadow, where to put eyeliner, so you're a makeup pro when we're done. You also a get gift certificate and it's through Mary Kay. So, does that sound like something you would enjoy? (Let her respond)

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 I can do it 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

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

Then I go into coaching....

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?

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!