

Referral Script

Script 1: When you call these and leave a message:

“Hello _____ my name is _____ and you don’t know me, but we have a friend in common _____. And I realize this is probably the single weirdest phone call you’ve ever gotten...but I just have a super quick question for you, and I don’t know, I guess it’s kind of a fun reason why I’m calling. It’s noon right now, I’ll be home pretty much the rest of today and tonight so my home number is 612-396-1451, and you, I’ll talk to you later!

Script 2: When she is home:

“Hi _____ my name is _____ and you don’t know me, but we have a friend in common, do you know _____ ?? How do you know _____? First off, I’m excited to be calling you because _____ is a fabulous person and I knew her friends would be great too. The reason I’m calling is that I’m actually _____’s Mary Kay beauty consultant, and when I pampered her recently I asked her “Hey who do you know, who you really like who you think would enjoy a skin care consultation, makeover and a gift certificate and she gave me your name and number” (let her respond), Are you familiar with Mary Kay? (Find out if she has a consultant)

I have to tell you _____ Mary Kay has gotten some really fun products out in the last year, we have mineral eyeshadows, mineral cheek colors, mineral foundation—minerals are the big thing now, so we basically play with makeup for an hour, I give you tips and tricks about application, would you even enjoy something like that _____?

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 fine for me. One way is I do different Ladies nights in Louisville on Wednesday 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. This is great if you don’t want to clean your house (ha, ha) or just get out of the house. If you don’t want to fight traffic, I can come to your home and do it there.

_____ I’m also doing a side promotion this month, which you don’t have to do, but it’s kind of fun if you can, if you have a couple of friends who would get a kick out of doing this with you, if you have 2 join you either at ladies night or your house, I double your gift certificate from 20 to 40, and if you’re Misses Ton’s of friends and have 4 join you I triple it to \$60, What sounds more fun? At your house or at ladies night?

Book which one they want

_____ are you an e-mail person at all? Great! I’d love to send you an e-mail with our appointment day and time, and it will have all my contact info at the bottom so you know I’m not some crazy person! What is your e-mail, OH and I don’t know how to send spam so you don’t have to worry about anything like that.... (I say this so they are more likely to give you their work e-mail ,get her e-mail). Great, do you think you can let me know by _____ if this won’t work for you for some reason (I Usually pick a date a few days out)

Script 3: When she calls you back from the message

Yes, this is _____, and you are probably wondering who I am and why on earth I'm calling you...right? (she will laugh a little). Well first of all I was SO excited to call you because _____ is such a fabulous person I knew her friends would a blast too! (use rest of script above!!!!)

Script 4: If she isn't interested or has a consultant:

“_____ Can you just do me a big favor? How often do you see _____? Well when you see her again, can you just thank her for me? I know she thought a lot of you.”