

# MARY KAY SCRIPT UNIVERSITY

## **Perfect Start/Power Start Dialogue Option 1**

Hi \_\_\_\_\_, this is \_\_\_\_\_, I'm really excited about something, do you have a quick minute? Great! I've just started my own business teaching skin care with Mary Kay Cosmetics. Part of my training is to practice conducting facials and makeovers on 30 ladies in 30 days! So I could really use your help. Is there any reason I couldn't use your face to practice on? Great – would a weekday or the weekend work best for you? I have Saturday at 10am or 6pm – which works best for you? Awesome. Listen, do you think you might have a few friends – your mom, sister, best friend, or neighbor, that might want some free pampering? You can tell them there's no obligation to purchase anything – I just need their face to practice on. If you have 3 or more join you, I will have a special gift for you! Great – I'll check in with you tomorrow and you can let me know who might be coming and their numbers, so I can check in and find out a few questions about their skin.

## **Perfect Start/Power Start Dialogue Option 2**

Hi Mary. This is Simone and I have something exciting to tell you about. Do you have just a minute? Great! I just started a Mary Kay business and this month, I have two huge challenges for my training. One is to add 10 women to my model portfolio that I'm building with before and after photos and the other is to get their honest feedback about what I've started. Have you ever tried Mary Kay before? How long ago? Do you have a consultant? (We do not take customers/prospect team members from other consultants. Do not book with anyone who has a consultant). It would really help me out if you could be my model – we have model events on Tuesdays or \_\_\_\_\_ (pick another event) at our training center, or I could come to you on \_\_\_\_\_. Which would work best for you?

### ***IF ATTENDING AN EVENT:***

*Great! Here's how this will work. I will need you to arrive at \_\_\_\_\_ (15 minutes prior), so we can take your before picture and test your foundation. Then an advanced consultant or my director will be conducting the skin care class and makeover while I take notes for training. We'll take an after picture when she's done for my portfolio. Then, our models get treated to dessert and my director will share information about our company. I'll have a questionnaire at the end to ask you and you'll get to select a free gift \_\_\_\_\_ (optional).*

### ***IF YOU'RE GOING TO THEM:***

*Great! I will arrive 15 minutes before \_\_\_\_\_ (whatever time you've selected) so we can take your before picture and test your foundation. Then I'll walk you through the skin care consultation and some glamor. We'll take an after picture at the end for my portfolio. I'll set up a time after with you so my director can train me on how to share information about our company. As a thank you, you'll get to select a free gift of \_\_\_\_\_ (optional).*

*Now, like I said, my goal is to add at least 10 models to my portfolio this month – can you think of a few friends, who are at least 20, that would be willing to help me meet my goal? Great! I'll call you back on \_\_\_\_\_ and you can tell me who you're inviting. I'll need to find some info about their skin so I'm well prepared.*

*Okay, I have a couple questions for you before you go:*

*\* Do you have any allergies to fruit, fragrances, sunscreen or retinol?*

*\* Would you say your skin coloring is ivory, beige or bronze?*

*\* Do you have Normal, Dry, Combination or Oily skin?*

*Great, when I call your guests, I'll ask them the same questions.*

**Reconfirm date and time and then say – Mary, I have one last favor to ask you:**

*So I really want to finish this challenge. Can I count on you to keep this date and time for me? Thanks so much Mary – I really appreciate it!*

**Variation:** I just started a Mary Kay business for fun and my Director challenged me to practice on 15 faces in the next two weeks. And you know me – I don't even wear make up - - ahhh!!! So I could really use your help😊. Can I please borrow your face just so I can get my training done and I can figure out what I'm doing? Thank you thank you! Continue on to choice of times, guests, preprofiling, etc.

## **Before and After Portfolio**

Hi \_\_\_\_\_, this is \_\_\_\_\_, I'm very excited about something do you have a minute? Great! I am building a professional portfolio of "Before & After" makeovers, and I would love to feature you in my portfolio. You have such (beautiful eyes, warm smile, beautiful hair & then compliment her). I would love to pamper you with a facial and a makeover and feature you in my book. Does it sound like fun? Grab your calendar and let's set a date. Which would be better for you \_\_\_\_\_ or \_\_\_\_\_? I have a great idea, do you have a couple of friends that might enjoy getting a make-over and then they can give you their honest opinion of your new look that will be featured in my book? You would earn free product for having some friends join you & then they can give us feedback about your new look.

## **Tentative Date Booking Approach**

When someone at a class shares that they are not sure they could book because they don't know their calendar, or if their friends could come, you say this: "Well, why don't we do it this way. Let's just tentatively set a date that you think might work for you and then you can go home and check your calendar and I'll call you \_\_\_\_\_ to see if it will work." As soon as you set a tentative date, it ceases to be tentative because you are going to coach it as a firm date.

## **Inviting a Guest to be a Model**

Hi \_\_\_\_\_, this is \_\_\_\_\_, do you have a minute? Great! I am very excited about an event that is coming up this Tuesday. My director has asked me to bring a model for our Skin Care Class. I am looking for someone with (beautiful eyes, red hair, warm smile) and I immediately thought of you! You would have the opportunity to have a facial and makeover, and then give your opinion of what you liked. You'll also get to give me your opinion about what I do. I would be so honored if you would model for me; you would have a ball. As my thanks you would receive a special gift. Tell me, is there any reason why you couldn't be a model for me this Tuesday?

## **Booking an Interview**

I have decided to move up into leadership in my Mary Kay business, and I'm very excited about it. One step in moving up is to select 5 women who love the product (or compliment 'who are outgoing' or 'who are sharp') so I can practice sharing the information about the career opportunity. I immediately thought of you! You may or may not be interested in Mary Kay, and that's OK. I would just love to practice and have you ask me some tough questions so I can gain confidence when I talk to people who are interested in our business. Is there any reason why you couldn't help me out? There are two ways you could help – you can either be a model for me on a Tuesday evening and receive a makeover, then hear about the company OR you can meet for a coke or coffee at a time that's convenient to you? What would be better for you?

### **BOOKING A PRACTICE INTERVIEW**

Hi, \_\_\_\_\_. This is \_\_\_\_\_. I'm EXCITED...and I'm calling to ask if you can do me a huge favor. I'm at a point in my Mary Kay business where I am ready to move into a management position!

So...as part of my training, I need to observe my director sharing our business plan with five sharp women. She asked me to think of the five women I think most highly of, and you were one of them! Now, this doesn't mean you have any interest in Mary Kay yourself. It just means that you are willing to help me with a practice interview to develop my interviewing skills....okay?

Great! Now...for helping me, I want to give you your choice of a free mascara or lipstick, or any one item in our line for 1/2 price. How does that sound? What would be better for you, a daytime or evening? Monday or Thursday?? (establish location) This is great! I really do appreciate your help, \_\_\_\_\_(name). I'll see you then!

CONSULTANT NOTE: The day before your appointment, call her to see which item she'd like free.....this gives you a chance to make sure she's coming without actually asking her "if you're still on"....Just say: "I was just about to wrap up your gift and I forgot to ask you whether you wanted the free mascara or lipstick for doing the practice interview with me tomorrow?"

## THE ONLY BOOKING DIALOGUE YOU'LL EVER NEED.....

"Hi \_\_\_\_\_. This is \_\_\_\_\_ calling! Do you have a quick second?"

I'm so excited about a decision I've made. I've decided to:

- 1) build my own business with Mary Kay Cosmetics
- 2) raise money for the Mary Kay Ash Charitable foundation which supports research into the cancers that affect women
- 3) promote myself to mid-management
- 4) blitz my business this week/month
- 5) take my Director's challenge

What I need to do is:

- 1) get opinions from 15 women of my presentation and products over the next 2 weeks
- 2) hold 20 classes this month so I can reach my goal of \$\_\_\_\_\_ in donations
- 3) give information about the business of Mary Kay to the five sharpest women I know this week.

Is there any reason you could not:

- 1) let me borrow your face and your opinion? I'll have a great gift for you.
- 2) Allow me to pamper you and some friends with a hand treatment, a skin care analysis and a color consultation? I'll have a great gift for you, plus you can earn free products
- 3) Get together with me later in the week over a coke or coffee and let me practice sharing the information with you? I know MK may not be for you, but it will help me to practice sharing the facts so that I feel comfortable telling people that are interested.

When she says "yes," then immediately give her two choices of appointments. I have Tuesday night or Saturday morning available. Which works better for you?

Once you have scheduled a specific time, then add, "Janie, I also need the opinion of women I don't know. Is there any reason you couldn't include 2 or 2 women I don't know? In fact, there is a way for you to get free product by doing this!"

"Great! I will call you tomorrow and get the names and telephone numbers of your guests. I need to call them in person so that I can get advance information on their skin types and skin care needs."

### **Preferred Customer Program Follow Up**

Susie, I'm so excited! You should have gotten a brochure in the mail from me in the last few days featuring all the newest products for \_\_\_\_\_. We have a great selection of \_\_\_\_\_. And best of all, we have a special gift with purchase when your order totals \$30 or more. You receive \_\_\_\_\_ absolutely free as a thank you gift from me!

I am setting aside time to pamper my customers with a makeover featuring the new products or you can choose a quick 15-minute on the go appointment to just see what is new. Is there any reason why we couldn't get your makeover scheduled before my date book is full? If yes, schedule a time for a facial and then turn it into a class. If no, schedule a time for an on-the-go appointment. If she won't schedule anything, then say, "Do you want to run and check your supply of products so you can receive the \_\_\_free?"

### **Phone Lottery**

Susie, I only have a second, but I am calling about something really exciting. It's the Mary Kay phone lottery! You have to play to win, right? So go check your products real quickly to see what you need, because everyone who places an order this evening between 7 – 9 p.m. will be entered into the game. At 9 p.m. I am going to draw a name from the lottery participants and that person will receive their order absolutely free! (or at a % discount, or \$20 in free product, etc.) Isn't that exciting? What are you needing this month to keep yourself looking beautiful so that I can enter you in the lottery?

## **Special Challenges**

Susie, I have set some high goals for myself in my business this month and it is going well. But I need to hold 2 more classes (or whatever the challenge is) by the end of \_\_\_\_\_ and that will carry me to my goal of \_\_\_\_\_. I immediately thought of you because you are one of my special customers! All you would need to do is invite a few friends over to share a makeover, manicure, or beauty boutique with you. I know how busy you are and to show my appreciation, I am offering more than ever before to my customers who assist me with this challenge! You will receive your entire order for the evening— products for yourself, gifts for your friends and family – as much as you want ...no limit...for half-price! Is there any reason why we couldn't set a time for either this week or next to get together with your friends so you can take advantage of these savings?

## **Test Market Survey**

Susie, Mary Kay has asked me to gather opinions and feedback on certain products in our line to assist in their research efforts. One of the products is \_\_\_\_\_, and I was wondering if there is any reason why you wouldn't be willing to sample the \_\_\_\_\_ and give me your opinion? All that is involved is that you use the product for \_\_\_\_\_ days and fill out a short written evaluation. To thank you for your participation, you are entitled to a 10% (or whatever you wish) discount if this is a product you fall in love with!

## **Referrals**

Susie, I am expanding my business in the \_\_\_\_\_ area, and I was wondering if there was anyone you know in \_\_\_\_\_ that would enjoy a complementary makeover or manicure?

## **Guests Unable to Attend a Class**

This is \_\_\_\_\_ with Mary Kay Cosmetics. Do you have a minute? I'm sorry you weren't able to attend \_\_\_\_\_ class (manicure, or beauty boutique), you missed a really fun time! Because you had to miss a time to relax and be pampered, I am calling to offer you a free facial and makeover at a time that would be more convenient for you. I would be happy to meet with you alone or if you would feel more comfortable inviting a few friends that would be fine too. This month I'm offering a \$10 gift certificate for those women who schedule and hold their appointments in the next 10 days. What would be best for you, this week or next? (Schedule appt) If you want to have a couple of friends share your appointment with you, I'd be happy to throw in another \$5, bringing your gift certificate up to \$15? Does that sound exciting?

## **WARM CHATTER WITH WEB CERTIFICATES**

"Excuse me... you are so sharp, I had to introduce myself. I'm Brittany Mitchell with Mary Kay. Are you on anyone's Mary Kay mailing list? No? I'd love to earn your business. Here's how: I'm handing out gift certificates for a free shopping spree on my Mary Kay web site. If you'd just fill out this half, I'll give you the half that tells you how to get \$25 in free, full-size product of your choice on my web site. When you use your shopping spree, I'll call you to arrange to mail or personally deliver it. By filling out this half of the certificate, I'll keep your name on file... so when your order pops up, I know not to charge you. All the directions on how to use the free spree are on the back of the certificate. Great to meet you... enjoy your free shopping spree! I'll be watching for your order!"

## **WARM CHATTER WITH GOODIE BAGS**

"Excuse me, you are so sharp, I had to introduce myself... I'm Brittany Mitchell with Mary Kay, and I'm handing out samples of some of our best-selling products to get the opinion of women who are currently using something else. If I were to give you some samples, is there any reason you couldn't take them home, try them on your own time, and simply allow me to give you a quick, 5-minute follow up call tomorrow to see how these compare to what you're using now? Great! Jot your name and number here (have them fill out customer information card that comes with business kit, be sure to read their name and number out loud to assure it's correct, then continue with) and I'll look forward to speaking with you tomorrow!"

## **WARM CHATTER IN A CITY YOU DON'T LIVE IN, BUT YOU'RE ATTENDING AN EVENT**

"Excuse me, are you from this area? Oh good, because I'm not... (shake hand as you say the following) I'm Brittany Mitchell with Mary Kay and I'm based in in Virginia Beach, but I'm here in Houston today getting women in this part of the country to give me their opinion of some of our newest, hottest products. I would love to invite you to be my guest at an event we're hosting at (location, time here). Here's my business card. There's a ticket on the back (simple sticker with location, time of event, and stating they will get \$25 in product of their choice for coming) that will get you in to the event. I'll be at the door, and if I'm not,

just show this and ask for me. I'd be happy to treat you to \$25 in product of your choice just for coming. In fact, feel free to bring a friend! When you do, I'll double that to \$50 in product. Is there any reason you can't be there with a friend? Great! I'll have seats saved for you. See you there! (Sometimes I add "if for some reason you can't make it, give me a call and I'll explain how you can turn that ticket into a free \$25 shopping spree on my web site!" That way I know if they aren't coming, but hopefully still get their business by explaining when they call me that if they listen to our marketing plan, I'll let them shop for \$25 on my site free.)

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"Excuse me, you are so sharp, I had to introduce myself... I'm Brittany Mitchell with Mary Kay, and I'm handing out samples of some of our best-selling products to get the opinion of women who are currently using something else. If I were to give you some samples, is there any reason you couldn't take them home, try them on your own time, and simply allow me to give you a quick, 5-minute follow up call tomorrow to see how these compare to what you're using now? Great! Jot your name and number

### **Booking an Interview**

Hi! Do you have a minute? Great! So, I started a side business with Mary Kay and I just have one more piece of training to finish, and I was hoping you could help me. I just need 5 more sharp women to listen to a quick recording, and then answer a questionnaire for me. I just need to practice sharing the information and have you ask me some tough questions so I can gain confidence when I talk to people who ARE interested in our business. Is there any reason why you couldn't help me out? Oh great – so I'll text you the # in just a second. Do you think you might have time today or tomorrow to listen to the call – it's just 15 minutes? Great, so tomorrow at 5pm (or whatever time works for both of you), I'll call you with the questions. My director may or may not be on the phone with me as part of my training, but she will follow up with you after to make sure I did everything correctly. If you could make sure you touch base with her, that would be great, and she'll also give you a free lip gloss or eye shadow for helping me out. Thank you so much. This is really going to help me with my training.