**Scripts for Success**

**POWER START SCRIPT**

Hi, \_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_\_. I am so excited! I just started a new business! I became a consultant with Mary Kay Cosmetics! (*Let her answer*)

So anyway, I’m calling to see if you’ll let me borrow your face to practice on and give you a complimentary facial and makeover? (*Wait for her reply*) Great! I knew I could count on you. Let me tell you the dates I have available so you can pick what’s best for you.

I have \_\_\_\_\_\_ (date) at \_\_\_\_\_\_ (time) OR \_\_\_\_\_\_ (date) at \_\_\_\_\_\_ (time). Which of those is better for you?

\*\*If leaving a msg, keep it simple: "I'm so excited to talk with you! Call me back!”\*\*

**TURNING A FACIAL INTO A PARTY**

“You’re allowed to have up to 5 friends join you for a free facial & makeover! Can you think of anyone who would enjoy receiving a free facial and makeover with you?”

(They will probably say yes) and when they do just ask them say: “great, just go ahead and put together a list of everyone who you think would love to join you! I like to get a little information about their skin type and interests prior to the appointment! Would you prefer to text, call or email me with their contact information?”

(\*If she doesn’t have any friends to invite or prefers to do a one-on-one facial with you, that is okay! Say something like “That’s totally fine! You are still helping me reach my 30 faces goal & either way, we will have a blast!”

\*You MAY offer her free products for inviting friends if you choose, but you do not have to! It’s YOUR business, so you get to decide!)

“Perfect \_\_\_\_\_\_\_\_\_ (her name) When do you think I will get that text/call/email from you with the guest list?!” “Wonderful, I am jotting that down in my datebook! So excited to see you \_\_\_\_\_\_ (date and time of party) , I’ll be looking forward to receiving your guest list!”

**INITIAL HOSTESS COACHING**

IF she is having friends join her for her appointment, then you would call or text her and say something like this.

“Hey \_\_\_! I am SO looking forward to your pampering session on (date & time)! What are the names and numbers of your girlfriends that you invited? I am going to call/text them to ask them a few questions about their skin so that I am best prepared for your party!” (Then send “Pre-Profiling” questions below to her guests)

**PRE-PROFILING YOUR GUESTS**

“Hey \_\_\_! This is (your name), the Mary Kay consultant doing the facial & makeover party on (date & time) with (hostess)! I am packing for my parties this week and I wanted to make sure I pack the correct supplies for when I meet with you! May I ask you a few questions about you and your skin? ☺”

1. Have you ever tried Mary Kay before?
2. Is your skin normal/dry or combination/oily? Also, is it sensitive or prone to acne?
3. Is your skin tone ivory, beige or bronze?
4. Do you have any concerns with your skin that I might be able to help you with?

*~ Once she answers your questions, then finish with…*

“Awesome, thank you! FYI, there is no obligation for you to purchase at the party, however if you do find something you fall in love with or can’t live without, I do keep product on hand & can accept cash, check or credit card ☺ can’t wait to meet you!”

**REFERRAL CALL SCRIPT**

Voicemail: Hi Angie, this is Kristin! I am the Mary Kay Beauty consultant of your friend Suzie! I was calling because I have some awesome news for you! I have made you a winner of a free facial, makeover and a gift certificate! I would love to give you more info so give me a call or shoot me a text back at 440-XXX-XXXX! Thanks Angie! And again my name is Kristin!

Call: Hi is this Angie?! Hi Angie! My name is Kristin! I am the Mary Kay Beauty Consultant of your friend Suzie’s! How are you? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Great! Well I am sure you are wondering why I am calling!! I have some great news for you! Suzie gave me your name and number as a referral and every month I do a drawing out of the names and numbers I am given and guess what?! This month I chose you! YAY! So congratulations you have won a free facial, makeover and a $10 gift certificate in your name!! Isn’t that exciting?! I would love to plan a time to get together! What does your schedule look like this week? I do my appointments on \_\_\_\_\_\_\_\_\_ (give 2-3 options) Which works best for you?

Book her and then at the end you will say:

And one more thing Angie, you are allowed to share your appointment with up to 5 of your friends! It’s completely free for them too! You are just the only one who gets the gift certificate! Can you think of anyone who would love to join you for your appointment?!

If they say yes, say great! Whenever you get a final count if you could get that to me that would be great! I just want to make sure I have enough supplies!

(She probably won’t initiate the next conversation, so you will go ahead and text message her or call and say: “Hi Angie! It’s Kristin the Mary Kay Beauty Consultant that is doing your appointment Thursday night! I just wanted to see how many you have joining you?

She will probably say she does have people joining her so when she does, just say great! If you would just text message me their names and numbers so I can get their skin types and bring all the correct supplies that would be great!

If she says it’s just her you can say to her great! If you can think of two or more people to get together with you I get credit from my Director! Just let me know

**Other scripts:**

**Referral Text Script**

For example purposes…pretend you are texting Susie who was a referral of Jessica Smith.

“Hey Susie! My name is Kristin! I am your friend Jessica Smith’s Mary Kay Beauty Consultant! She has given you the gift of a free facial and makeover, along with a $10 gift certificate!! Will you accept her gift?”

\*SIDE NOTES:

~ Once again, this is YOUR business! You do not HAVE to offer a gift certificate, but it helps!

~ **Before you send out these texts to Jessica’s referrals, text Jessica something like this:** “Hey Jessica! I hope you’re having a great day!! I’m really wanting to build my Mary Kay business in your area, specifically with women like YOU! So I wanted to let you know that I am going to text your referrals & offer them a facial, makeover & gift certificate! Of course it would be a gift to them from you AND then YOU will also get a gift from me if 3 of them book & hold an appt. with me!!! Thank you so much again for supporting my business!”

^^^By sending this text to the person who gave you the referrals, she is MUCH more likely to encourage her friends to hold a facial with you because she knows she’s helping you AND that there is a gift in it for her if 3 of her friends book! ☺

**FACEBOOK NETWORKING SCRIPT**

For example purposes…pretend you are messaging your friend Mary on Facebook.

“Hey Mary! I hope you’re having a great day!! I’m really wanting to build my Mary Kay business in your area and specifically with women like YOU! So I was wondering if I could message a few of your friends on Facebook to offer them a facial & makeover?! Of course it would be a gift to them from you AND then YOU will get a gift from me if 3 of them book & hold an appt with me! Let me know what you think & thanks in advance for being awesome! ☺ Hugs! (your name)”

*~ (I EVEN ASK MY MALE FRIENDS IF I CAN MESSAGE THEIR FEMALE FRIENDS!!! ☺) IF she gives you permission to message her friends, then you can send the following to her friends…*

“Hey Holly! You probably don’t know me, but my good friend Mary Jones said I could message some of her Facebook friends! I am a Mary Kay consultant and I need to facial 50 women in the next month! I was wondering if you would be willing to receive a free facial & makeover?! If you’re willing, I’d also like to give you a gift certificate towards some products to use at your appointment just for being sweet! Can’t wait to hear from you! Hugs, (your name)”