

Scripts

1) Power Start Booking Script

Script: Hi their name this is your name, do you have a minute? I am really excited about what I am doing. I am teaching skin care with Mary Kay! As part of my training, I have to hold 10 practice skin care classes in the next 30 days and I am calling you for your help. Is there any reason why you couldn't invite a couple friends over to your home or mine, so that I could practice and complete my training? Great! Here are the times I have available _____ or _____. Which would be better for you?

2) Warm Chattering

Script: I don't know if you are interested or not but I teach skin care with Mary Kay. I would love to get your opinion of our products. Here's a sample. Let me get your name & number & I'll call in the next day or so to see what you think.

3) Follow up from warm chattering

Script: Hey their name. This is your name. We met the other day at _____. I'm calling to see what you thought about the sample I gave you (wait for their response). I would love to get together with you. What day is better for you _____ or _____?

4) Turning a facial into a class

You know their name it is just as easy for me to do 3-4 faces at one time as it is to do one. It is up to you. Which is better for you?

5) Correct booking approach

Their name At every class I always select those women who I most like as my future hostess. And their name today I selected you. Is there any reason why when we get together for your check up facial you couldn't invite a couple of your friends. I think you would be great.

6) Tentative Date book approach

Script: I know you want hostess name to get credit for your class. Why don't we do this? Why don't we set a tentative date now with the understanding that when the time comes if it is not convenient we can move it? But that way hostess name can get credit for you having booked.

