



WORKBOOK

WHO TO PUT ON YOUR LIST AND HOW TO BOOK,
PRE-PROFILE & FOLLOW-UP WITH THEM!

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
2% OF SALES ARE MADE ON THE FIRST CONTACT
3% OF SALES ARE MADE ON THE SECOND CONTACT
5% OF SALES ARE MADE ON THE THIRD CONTACT
10% OF SALES ARE MADE ON THE FORTH CONTACT
80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

ARE YOU THINKING OF EVERYONE WHEN YOU'RE CREATING YOUR CONTACT LIST?

Use section 1 of your spiral notebook to create your potential customer, hostess & team member list. To help you gain perspective on how many you have in WIDE circle of influence, think in terms of creating an invitation list to a large wedding. The average large wedding in America sends out 150 family invitations, which encompasses 300-450 people inside those households. Don't limit yourself geographically (we don't have territories), nor by how often you interact with that person. Start with your inner circle of friends & expand from there. If someone is in your phone or a friend on social media, they should be on your list. Every person alive uses what you sell!!

BESIDES YOUR FAMILY & FRIENDS, WHAT ABOUT THE PERSON...

- ... from your old job?
- ... from school or college?
- ... you know from your favorite sport or hobby?
- ... from your child's activity?
- ... from your church?
- ... from community activities?
- ... from whom you rent?
- ... to whom you sold a house?
- ... who checks you out at the grocery store?
- ... who helps you at the cleaners?
- ... that you met on vacation?
- ... who checked you in at your hotel?
- ... who gives your child lessons?
- ... who cuts your hair?
- ... who fills your prescriptions?
- ... who leads the PTA?
- ... Girl/Boy Scouts?
- ... who works at your gym?
- ... who booked your last vacation?
- ... who recently moved onto your street?
- ... who is your bank teller?
- ... that you met through your husband/significant other?
- ... who was your nurse?
- ... who was your maid of honor?
- ... who was your cleaning lady?
- ... who you met waiting in line?
- ... who is your child's teacher?
- ... who is the parent in the car pool line?
- ... who is the secretary at your work/school?
- ... who sells you your clothes?
- ... who sells you your shoes?
- ... who sold you your glasses?
- ... who is a waiter at your favorite restaurant?
- ... who you met at a business luncheon?
- ... who helped you at the jewelry store?
- ... the salesperson to give great advice?

CONTACT LIST

WHO DO YOU KNOW WITH SKIN? WHO WOULD YOU INVITE TO YOUR WEDDING?

NAME and PHONE/EMAIL

NAME and PHONE/EMAIL

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26 _____

2 _____

27 _____

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NAME and PHONE/EMAIL

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100 _____

WE'RE NOT JUST SELLING COSMETICS, WE'RE TOUCHING LIVES.

MARY KAY ASH



BUBBLE TRACKING SHEET



Attempt,
left message
texted, etc.



Contact
made,
said "No"



BOOKED!

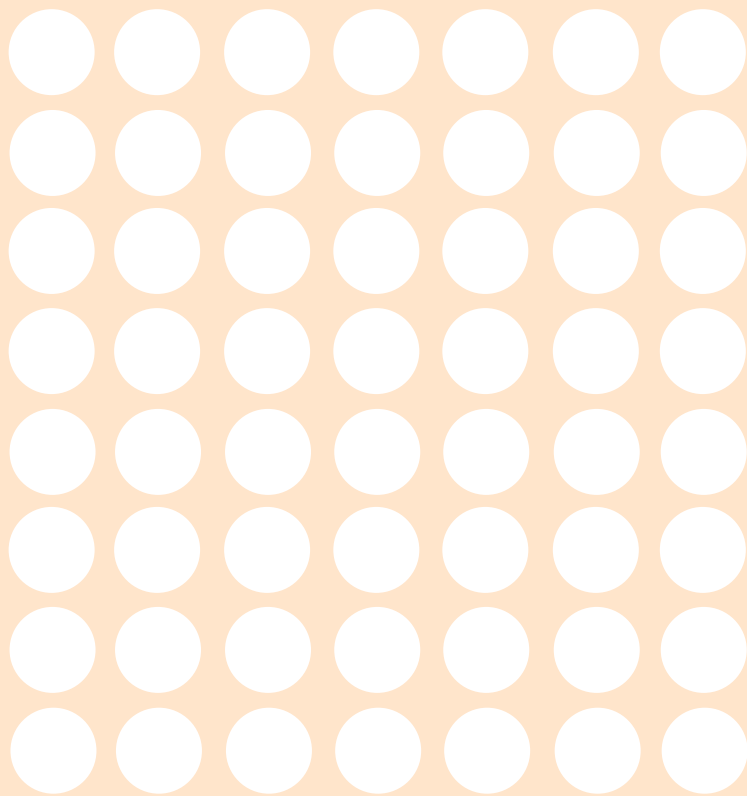
FILL IN ONE BUBBLE TRACKING SHEET AND YOU CAN EXPECT 10 BOOKINGS, 5 OUT OF 10 WILL HOLD.

AVERAGE SALES PER APPT. = \$200.

\$200 X 5 APPT. = \$1,000 TOTAL AVERAGE SALES.

\$1,000 X 50% = \$ 500 PROFIT.

10 SHEETS FILLED OUT BETWEEN YOUR TEAM IS \$5,000 WHICH = AVERAGE CAR PRODUCTION!



WHEN TEXTING, YOU MUST GET A RESPONSE BACK TO COUNT AS AN ATTEMPT. NUMBERS ARE BASED ON QUALITY PROSPECTS. YOU SHOULD GET AT LEAST 10 BOOKINGS PER COMPLETED SHEET.

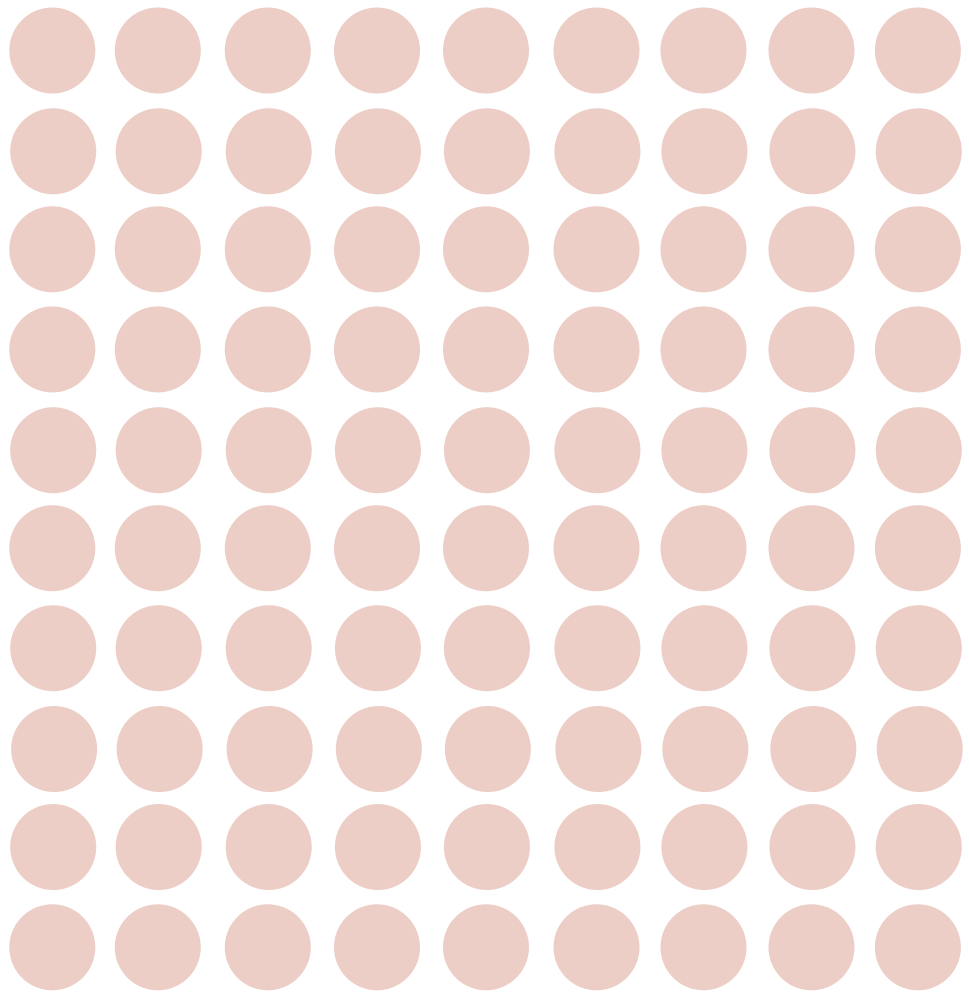


100 "NO" CHALLENGE

"No" is no problem! If you want to see your business explode with growth, take this exercise seriously. Here' a hint to make this easier. Triple up. Ask someone to...!

*Become a consultant with Mary Kay. If they say NO, cross out a NO and ask them to...
Become a hostess. If they say NO, cross out a second NO and ask them to...
Give a customer referral. If they say NO again, you already have 3 NO's!*

HOW FAST CAN YOU REACH 100 NO'S?



*Don't take this exercise lightly ... it works! Get those NO's now, while it's still easy!
Don't wait until it's difficult for people to tell you NO! That time will come!*

ANATOMY OF A CALL OR IN-PERSON SCRIPT

Once you have the bullet points or outline of a potential script, you can absolutely ask anyone, anywhere at anytime for anything with confidence!

It doesn't matter if you're asking to; Book a party or facial, Book a stop 'n shop, Book a follow-up appointment, Book referrals, Invite a guest to an event, or Schedule a sharing appointment. If you master the following outline, you'll never need anyone to write you a script again!

BOOKING A PARTY SCRIPT

1. ENTHUSIASM

Pretend your favorite team is winning... that's the tone of your voice. "Hi, Suzie!"

3. SPECIFIC PLAN

Give her a brief guideline of what to expect and set the date, time and location.

"Great, we'll have a blast having you try the Mary Kay products then giving me your honest opinion. Which is better for you, this week or next? Great, I have _____ or _____ available. Which is best for you?"

It's best to give 2 options at a time, until you find one that works.

"Would you like to come to my home/studio or me come to you?"

Only give location options that are available to you.

5. START COACHING

Tell her what to expect for a successful appointment, and the next step...everyone needs reminders.

"I'll tell you what, I've learned that it's best to over invite so would you be willing to put a list together of the 20+ names & cell numbers of those you want to invite? I am your party planner, so I'll help with inviting & ask everyone the specific questions about their skin so we're prepared & set up to party before they get there. I already want to start spoiling you, so when you have the list to me within 48 hours, then you'll earn \$20 in FREE product at the party! What would be better for you; to text or call me? Great! Can I send you a text reminder after we hang up with all the details?"

2. PURPOSE

Include the "challenge" or goal you are working to achieve with the time limit.

"The reason I'm calling is because I just became a new Mary Kay Beauty Consultant and my director has challenged me to practice with 15 people in the next 2 weeks, it would be great if you could help me with my training, could I borrow your face to practice on?"

4. INVITE MORE WITH WHAT'S IN IT FOR HER

Take it to the next level to work more efficiently and fun and more incentives for her.

"What would really be great is if you could invite some of your friends, preferably people I don't know for better practice, to join us. You could earn a shopping spree of up to \$100 in Mary Kay products for FREE! Who do you know that would love to help and have girl time with you?"

6. CONFIRM

Repetition is for her and for you that it was scheduled correctly. "Wonderful, I look forward to seeing you on _____!"

7. THANK YOU

Gratitude is the Golden Rule! "Again, thank you so much for helping me! I knew I could count on you! We're going to have a blast!"

new consultant

DAY 1

VOICEMAIL

Hi _____, it's _____! I recently started my own business teaching skin care and makeup with Mary Kay, and I'm so excited! I have selected 10 women in my life to receive ultimate facial package and \$25 gift cards - and, YES, I've selected YOU! Please call me back ASAP so I can fill you in on details!

TEXT

Hi _____! I left you a voicemail earlier today and wanted to make sure you received it! You were on the top of my list for a free pampering session and gift card! If I don't hear back from you, I will follow up in 3 days.

DAY 4

VOICEMAIL

Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding the facial package and gift card I have for you! It will be fun girl time and it will help me jump-start my business. Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if I don't hear from you.

TEXT

Hi _____! It's _____ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you and wanted to make sure you listened so you didn't miss out on the free facial package and gift card! I can't wait to fill you on all the details!

DAY 7

VOICEMAIL

Hey _____, it's _____ following up one last time regarding your facial package. If I don't hear back from you I will assume you're just super busy and will follow up with you in a couple of months!

TEXT

Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding the facial package and gift card I have for you. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

great...she answered!

Oh, hi _____ I'm so glad I reached you! (Then go into the script you are using!) At the end of the script say, "So I'm setting up my appointments for the next week or so and am wondering which works best for you, an afternoon or evening (offer 2 choices).

When you schedule the appointment, do some coaching right away (follow the coaching sheet)!

seasoned consultant

DAY 1

VOICEMAIL

Hi _____, this is _____! It's a new year, and I have set some exciting new goals in my Mary Kay business! I have selected 10 deserving women to receive ultimate facial packages and \$25 gift cards - and, YES, I've selected YOU! Call me back ASAP and I will fill you in on details! If I don't hear from you, I will follow up in 3 days.

TEXT

Hi _____! I left you a voicemail earlier and wanted to make sure you received it! You were on the top of my list for a free pampering session and gift card! If I don't hear back from you, I will follow up in 3 days.

DAY 4

VOICEMAIL

Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding your ultimate facial package! I have an awesome gift and free product waiting for you! Please connect with me when you can! I know you're super busy so I will follow up again in a couple days if I don't hear from you.

TEXT

Hi _____, it's _____ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you and wanted to make sure you listened so you don't miss out on the free facial package and gift card! I can't wait to fill you in on all the details!

DAY 7

VOICEMAIL

Hi _____, it's _____ following up one last time regarding your facial package. If I don't hear back from you, I will assume you're just super busy and follow up with you in a couple of months.

TEXT

Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding your free facial package. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

great...she answered!

Oh, hi _____ I'm so glad I reached you! (Then go into the script you are using!) At the end of the script say, "So I'm setting up my appointments for the next week or so and am wondering which works best for you, an afternoon or evening (offer 2 choices).

When you schedule the appointment, do some coaching right away (follow the coaching sheet)!

referrals from customers

DAY 1

VOICEMAIL

Hi _____! This is _____ with Mary Kay. You actually don't know me, but _____ said that this is the best way to reach you! _____ was gifted with ten gift cards that include a complimentary facial & color makeover & she wanted one of them to go to you! Call me back ASAP as I can fill you in on the details! If I don't hear back from you I'll follow up in a few days!

TEXT

Hi _____! This is _____ with Mary Kay. I left you a voicemail earlier today and wanted to make sure you received it! A friend of yours reserved a fabulous gift for you. Please get back to me ASAP for details. If I don't hear back from you, I will follow up in a few days.

DAY 4

VOICEMAIL

Hi _____! This is _____ with Mary Kay again. Just wanted to follow up with you regarding the gift that was given to you by _____. Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if I don't hear from you.

TEXT

Hi _____! This is _____ with Mary Kay checking back in. I left you another voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the pampering gift that was given to you by _____! I can't wait to fill you in on all the details!

DAY 7

VOICEMAIL

Hi _____, it's _____ following up one last time regarding the gift that was reserved for you by _____. If I don't hear back from you, I will assume you're just super busy and not interested in receiving the gift that was given to you for the time being and I will follow up with you in a couple of months to see if timing is better then.

TEXT

Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding the gift that was given to you. Please call or text me today to schedule this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

great...she answered!

Oh, hi _____ I'm so glad I reached you! (Then go into the script you are using!) At the end of the script say, "So I'm setting up my appointments for the next week or so and am wondering which works best for you, an afternoon or evening (offer 2 choices).

When you schedule the appointment, do some coaching right away (follow the coaching sheet)!

warm chatter lead

DAY 1

VOICEMAIL

Hi _____, it's _____ with Mary Kay. It was great meeting you yesterday at _____! I'm calling to share some fun news with you! I am doing "_____" makeovers right now, & I have ten \$25 gift certificates to give away this month, and I want YOU to have one! I can't wait to share more details with you, so please give me a call back at _____.

TEXT

Hey _____, it's _____ with Mary Kay. I left you a voicemail earlier today and wanted to make sure you received it! I selected you to receive a \$25 gift card and "_____" makeover. Congrats!! If I don't hear back from you, I will follow up in a 3 days.

DAY 4

VOICEMAIL

Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding the "_____" makeovers & \$25 gift certificates! It's fast, fun and free, & I'm looking forward to our time together. Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if I don't hear from you.

TEXT

Hi _____! It's _____ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the fast, fun & free "_____" makeover and gift certificate! I can't wait to fill you in on all the details!

DAY 7

VOICEMAIL

Hey _____, it's _____ following up one last time regarding your pampering session. If I don't hear back from you, I will assume you're just super busy and pass it along to another winner for the time being and then follow up with you in a couple months.

TEXT

Hi _____, this is _____ with Mary Kay trying one last time to reach you regarding your pampering session. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

great...she answered!

Oh, hi _____ I'm so glad I reached you! (Then go into the script you are using!) At the end of the script say, "So I'm setting up my appointments for the next week or so and am wondering which works best for you, an afternoon or evening (offer 2 choices).

When you schedule the appointment, do some coaching right away (follow the coaching sheet)!

cold leads who have won

DAY 1

VOICEMAIL

Hi _____, it's _____ with Mary Kay, and I'm calling with some fun news! I just picked your name as one of my winners from the _____ show! You've won a fabulous Microdermabrasion Facial and gift. Congratulations! I can't wait to share more details with you, so please give me a call back at _____. Again, congratulations!

TEXT

Hey _____, it's _____ with Mary Kay! I left you a voicemail earlier today and wanted to make sure you received it! You were one of my facial package winners! Congratulations! Please get back to me ASAP for details. If I don't hear back from you, I will follow up in 3 days.

DAY 4

VOICEMAIL

Hi _____, it's _____ with Mary Kay again. Just wanted to follow up with you regarding you being one of my winners! I have an awesome prize waiting for you! Please connect with me when you can! I know you're super busy, so I will follow up again in a couple days if I don't hear from you.

TEXT

Hi _____! It's _____ with Mary Kay checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you didn't miss out on the awesome pampering session you won! I can't wait to fill you in on all the details!

DAY 7

VOICEMAIL

Hi _____, it's _____ following up one last time regarding your pampering session. If I don't hear back from you, I will assume you're just super busy and pass it along to another winner for the time being and then follow up with you in a couple months.

TEXT

Hey _____, this is _____ with Mary Kay trying one last time to reach you regarding your pampering session. Please call or text me today to book this fun appointment! If I don't hear back from you, I will assume you're really busy right now and will follow up in a few months!

great...she answered!

Oh, hi _____ I'm so glad I reached you! (Then go into the script you are using!) At the end of the script say, "So I'm setting up my appointments for the next week or so and am wondering which works best for you, an afternoon or evening (offer 2 choices).

When you schedule the appointment, do some coaching right away (follow the coaching sheet)!

bonus referral scripts

REFERRALS

THESE ARE LIA CARTA'S TEXTING SCRIPTS! THEY WORK!

(At the party or with a group of friends - this is done in between trying the product and the table close.)

"Who here is competitive? (Wait for hands raised) AWESOME! Watch out for these two! Okay, go ahead and flip over your profile cards. The greatest compliment that you can give to me is to refer me to your family and friends! I'm working on expanding my business within an hour radius of this area and because of that I'd like to gift your family and friends with a \$25 gift card on your behalf in honor of _____ (insert holiday). So take out your phone, open up Facebook and your contacts. Whoever is the FIRST to fill out this top right hand portion gets 5 tickets! BUT, regardless of when you finish, if during our time together you fill out the top right and the entire bottom left white portion - you GET 10 TICKETS! READY, SET, GO!"

REFERRAL TEXT #1

Hi _____! This is _____ with Mary Kay. I don't think we've met, but _____ said text is the best way to reach you! She was gifted with ten \$25 gift cards that includes a complimentary facial & she wanted one of them to go to you! Should I text or call you with the details?

P.S - I'm sending you a photo of us so you know that I'm a real person and not a robot! (emoji face)

OR VOICEMAIL MESSAGE #1

Hi _____! This is _____ with Mary Kay. I don't think we've met, but _____ said this might be the best way to reach you! She was gifted with ten \$25 gift cards that include a complimentary facial & she wanted one of them to go to you! Give me call back ASAP and I will fill you in on the details.

REFERRAL TEXT #2

Hi _____! I'm so excited to book this with you! We will be doing a Mary Kay facial with a Microderm treatment (they are upwards of \$150 at the spa, so it's a great deal). You'll get your gift card that _____ so generously offered you, AND a swag bag with free products! Most people love this experience with a few girlfriends (& your swag bag will double in size if you have friends join you)...so you can have up to 4 people join you as long as they are over 18.

Right now, I'm booking _____ through _____. What day/time would work best for you?

Example referral reply: Tuesday in the afternoon would work for me. I may have 1 other girl join me.

REFERRAL TEXT #3

(Reply). Okay perfect. Doesn't 1:00 pm or 4:00 pm work best for you? What's your address and I'll create a text invite for you to send to her.

REFERRAL TEXT #4...SEND A FEW DAYS LATER

Hi _____! My assistant is wrapping all of your gifts as I type this! I'm so excited to give them to you and your girls! Go ahead and copy and send the two texts below. I would go ahead and send it to 15 people, that way 7-8 will show. And if all 15 RSVP YES...then I'll just have to go ahead and break the rules and give you more free stuff away! Shhhh, don't tell! (Crying laughing emoji, Monkey hiding emoji) Excited to meet you on Friday! I'll keep you updated on who responds! If I get responses starting tonight, you get a free full sized mascara!

TEXT FOR REFERRAL TO SEND TO HER FRIENDS

Hey friend! I'm super excited! Last week I was gifted a pampering package for myself and 7 of my friends from Mary Kay!! You know how much I LOVE you, so you are one of the 7 that I picked! (See the invitation below). Part of my package was that you get a customized swag bag with some fun products in it! Can you text _____ at _____ with your RSVP and so that she can make sure she customizes your swag bag with products YOU WILL LOVE?!

REPLY TO HER FRIEND

Hi _____. It's _____. I just wanted to RSVP to _____ party on Tuesday.
(Reply) Hi _____! Super excited to meet you Tuesday! For your gift bag, do you want more makeup or skin care? Also, please answer these questions so I can come prepared for you...

1. Have you ever used Mary Kay before?
 2. Is there anything going on with your skin currently that I can help you with? (pink bow emoji's)
- _____ (your name).

IMPORTANT THINGS TO REMEMBER

.....

With all of these scripts the recipient gets the \$25 gift card when she shares her facial package with two or more friends. (You can certainly create/offer anything else for hosting that you'd like). Otherwise I offer a free gift for an individual facial or double facial (like one of the mini mascaras or eye makeup removers, for example).

Remember you want to have individual appointments come all at one time to the events you've pre-scheduled in your home or bring to your meeting. (That way you're not running around doing just individual facials if you can avoid that).

Always honor the Mary Kay go-give spirit and honor the golden rule and make sure anyone you schedule doesn't already have a Mary Kay consultant. Ask enough questions to avoid any awkward situations.

Also...if you want to reach out to someone on Facebook (because you don't have her phone number, for example) you can use messenger and privately message her FIRST a voice message (look for the little microphone on your app - a lot of people don't even know this is available) and then a little while later message her a written message on messenger.

OVERCOMING BOOKING OBJECTIONS



I'M TOO BUSY

"I understand _____, you know, I'm a really busy person too, so I can appreciate that! It may take us an hour or so to find your special needs & preferences, but after that I can save you an enormous amount of time. You'll never need to go to the mall or stop at the grocery store again for your cosmetics! I can save you money too! Which would be better for you, _____ or _____?"

LET ME CHECK WITH MY FRIENDS FIRST...

"I can appreciate that, however, why don't we go ahead & schedule it on my calendar & then let your friends know... if we have to change it we can later [this the tentative booking approach]. Those that can't come can schedule a different time. Which is better for you, at the beginning of the week or the end?"

I'M NOT A BIG PARTY PERSON...

"That's good because I'm not either. I hold private appointments in my house or yours. When would be a good time for you ... this week or next? .. Etc. Then casually invite her to share her time with a friend or two.

I DON'T KNOW ANYONE...

"I can appreciate that ... I didn't know many people before I started my business. Why not just invite a neighbor on both side we'll ask them to each bring a friend... what a great way to get to know each other. Now, which is better for you, _____ or _____?"

I DON'T HAVE ANY MONEY...

"I understand _____, you are aware that our products are a third to half less than anything at the department stores [just a few \$\$ more than Walmart] and you never even have to pay full price for your products! We have discounts & lots of ways to get it free. Plus, there is no obligation to purchase. I'd just appreciate your honest opinion. Which is better for you _____ or _____?"

I USE XYZ BRAND...

"Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn't like us at least as well, if not better than _____! I would love to get your opinions, is there any reason you couldn't compare your favorite products with us? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, _____ or _____?"

LAST TIME I TRIED MARY KAY I BROKE OUT...

"I'm sorry you had that experience, may I ask how long it has been? [Explain the product changes]. _____, may I ask you what you mean by "Broke Out"? Was it blemishes? [Wrong formula] or little red itchy bumps? [A sensitivity to possibly one of the products doesn't mean she can't use the whole line]. Is there any reason we couldn't work together to find the perfect system for you? Which works better for you _____ or _____?"

IF SHE STILL SAYS "NO"...

"Tell you what, here's my number, if you ever change your mind will you give me a call? I'd love to be the one to show you our products!"
OR "Here's my card, if you know of anyone who would like to try our products, would you pass it on?" ALWAYS LEAVE WITH A YES!

THE ONLY BOOKING SCRIPT YOU'LL EVER NEED!

"HI _____. THIS IS _____ CALLING! DO YOU HAVE A QUICK SECOND?"
"GREAT! 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 Foundation, which supports research for cancers that affect women & domestic violence.
3. Promote myself!
4. Blitz my business this week/month.
5. Take on my Director's challenge to _____.

WHAT I NEED TO DO IS ...

1. Get the opinions of _____ women of my presentation & products over the next _____ weeks.
2. Hold _____ classes this month so I can reach my goal of \$_____ in donations/sales.
3. Share information about the Mary Kay opportunity to the 5 sharpest women I know this week/month.

IS THERE ANY REASON YOU COULDN'T ...

1. Let me borrow your face & your opinion? I'll have a great gift for you!
2. Allow me to pamper you & 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 coffee & let me share the information with? I'll have a great gift for you for listening. It may be for you or it might not, but you have nothing to lose to listen.

When she says "yes," then immediately give her two choices for appointments ... "I have Tuesday night or Saturday morning available. Which works best 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 3 women I don't know? In fact, there is a way for you to get FREE product for doing this!"

"Great! I will call you tomorrow and get the names & numbers/emails of your guests. I need to call them in person so that I can be best prepared for your appointment by already knowing their skin type and skin care needs."

Before you know it you'll know this booking dialogue without even having to look at it! Plus, the best thing about this customizable script is that you can use the same outline for anything. Whether you're calling referrals, names from a lead box, booking for 100 facials, or special seasonal event you can tweak the different sections to work for your business!

SO GET CALLING! YOUR NAMES AREN'T GOING TO BOOK THEMSELVES!

YES! WITHOUT A DATE SCHEDULED FOLLOW UP

A big challenge may be to take someone from a YES to an actual date. So, if she isn't getting back to you, then in a day follow-up. And then follow-up every 3 days very kindly and passively. This is called being pleasantly persistent. It becomes PUSHY when she says, "I'm not interested." and you keep asking her. But as long as she has said she is interested, it's your job to get her booked for an appointment.

HERE IS YOUR PLEASANTLY PERSISTENT & NOT PUSHY SCRIPT...

"Hi, _____! I know you were interested in being one of my 30 facials. Thanks again! My available schedule for next week is Wednesday at 7 pm and I have a few other spots on Saturday, too. Would Wednesday work or is the weekend better?"

CHECK IN WITH THIS SCRIPT IN 3 DAYS...

"Hi, _____! I'm getting close to finishing my 30 training facials and I still have 10 more to go. I have you here on my list of people who said yes, they'd let me borrow their face, so I'm reaching out to get you scheduled. So, let's see...are you free this Saturday at 10 am? Or is Wednesday night at 7 pm better? Thanks again!"

THREE DAYS LATER...

"Hi, _____! We've been missing each other here...no worries! Are you still interested in letting me borrow your face or would you rather pass? I'd hate to bug you if you aren't interested. Let me know either way! Thanks again!"

NOW THEY HAVE SET A DATE & TIME... WHAT DO YOU SAY?

"Ok, you are confirmed as one of my 30 pampering sessions this month on Saturday at 10 am. Your appointment will be from 9:45-12:30 pm (including free lunch!!) and we always start and end on time so you'll be out the door by 12:30. YOU ROCK! And, you can bring a few others along, like mom, a co-worker, neighbor or friend to help me reach my goal. Would you like me to reserve seats for anyone else? We fill up fast, so let me know and I'll make sure to add their name to our registration. Thanks!"

REFERRAL TEXT BOOKING SCRIPTS

"Hi _____, this is _____ with Mary Kay. I don't think we've met but _____ said text is the best way to reach you. She gave me your name as a deserving woman to receive a free gift and free Mary Kay facial to help me with my goal to pamper 30 women. Could I borrow your face? P.S. - I'm sending you a pic of me so you know that I'm a real person! :)"

WHAT IF THEY SAY NO?

"Thank you for your honesty! Feel free to keep my number if anything changes. Have a great day!"

WHAT IF THEY SAY YES?

"Great! So you will receive a Satin Hands treatment, anti-aging facial, plus specialized foundation matching. My next appointment is Wednesday at 7 pm and I have a few other spots on Saturday, too. Would Wednesday work or is the weekend better?"

Continue to give 2 options at a time until a date is set.

REFERRAL TEXT BOOKING SCRIPTS

ONCE THE DATE IS SET, NEXT STEP IS TO INVITE FRIENDS

"Thanks so much again! I'll see you on Saturday, _____ at _____. I look forward to seeing you! Plus, most love to have a few girlfriends join them, you can have up to 5 people, just need to be over 21 without a MK Consultant. If you bring 2, I'll give you an extra \$20 in FREE product or if you bring 5 I'll give you \$50 FREE product. Would you like me to send you a sample text to invite your girlfriends?"

IF SHE SAYS NO, I'LL COME ALONE

"That's is perfectly acceptable! I'll send you a friendly reminder text before our appointment to ask you a few questions about your skin. Thanks and I look forward to getting to know you better!"

SAMPLE TEXT TO SEND FOR HER TO INVITE FRIENDS

"Hi! I was just gifted a pampering package for me & 5 of my friends from Mary Kay on _____. I'm inviting you, so we can have an excuse to see each other even with our busy lives. You get a goodie bag with some fun products in it just for coming! Can you text my consultant, _____ at _____ with your RSVP so she can put together your goodie bag?"

WHEN FRIEND OF GUEST RSVP'S

"Hi _____! Super excited to meet you on _____ with _____! I'll get your goodie bag ready to go! Also, could you answer these questions so I can be prepared for your facial?"

1. Have you ever tried Mary Kay before?
2. What type of skin do you have? Dry, normal, combo or oily?
3. What's the one thing you would change about your skin if you could?
4. What age range are you? Under 18, 18-19, 20's, 30's, 40's, 50's 60's +?
5. What would you like more of in your life right now?

HOW TO FOLLOW-UP EVERY FEW DAYS WITH GUEST TO PREVENT CANCELLATION

Coach ALL your bookings and pre-profile ALL your guests to build a relationship with them before they come to their appointment. Appointments have a higher chance of canceling if you skip this step, so it's the MOST IMPORTANT step.

PRE-PROFILE YOUR GUEST 2-3 DAYS BEFORE EVENT

"Hi _____! I'm super excited to see you on Saturday at 9:45 am. Can I text you a few quick questions about your skin to be prepared for your facial?"

PRE-PROFILE ANY FRIENDS 2-3 DAYS BEFORE EVENT

"Hi _____! _____ said you're coming with her to the Mary Kay appointment Saturday at 9:45 am! Fabulous! I'm excited to meet you! Do you text? I have a few questions about your skin so I'm prepared for everyone! Thanks, _____"

1. Have you ever tried Mary Kay before?
2. What type of skin do you have? Dry, normal, combo or oily?
3. What's the one thing you would change about your skin if you could?
4. What age range are you? Under 18, 18-19, 20's, 30's, 40's, 50's 60's +?
5. What would you like more of in your life right now?





REFERRAL TEXT BOOKING SCRIPTS

IF THEY HAVE NEVER TRIED MARY KAY

"Awesome, thanks so much! I always love to pamper a Mary Kay first timer! Can't wait to pamper you & get your opinion. It'll be so much fun!

IF THEY HAVE TRIED MARY KAY

"Awesome, thanks so much! I always love to pamper someone who knows Mary Kay. Do you have a consultant?"

IF THEY HAVE A MARY KAY CONSULTANT

"Thank you so much for supporting our company! When you support one of us, you support all of us. We appreciate you! Thank you for letting me know and I will leave you in your consultant's capable hands! Feel free to keep my number if anything changes. Can you tell me her name? I'd love to share your loyalty with her. =)"

SEND THE ADDRESS TO THEM

"The address is _____ on __[date/time]__. There's plenty of parking in the front of the building.

DAY BEFORE CONFIRMATION TEXT

"Hi _____! I've reserved your spot at the studio for tomorrow, so I'm looking forward to seeing you at 9:45 am, & [friends name(s)]. As a friendly reminder, please no children, unless they are over 13 & would like to participate in the pampering. Let me know and I'm looking forward to meeting you! We will be done by 12:30 pm and we always start & end on time. See you tomorrow! [your name]

DAY OF CONFIRMATION TEXT

"Good morning. I'm super excited for the awesome pampering session today at 9:45. Can you come 5 minutes early to find parking and match your foundation?"

ONCE THEY SAY YES, SAY...

"Fabulous! I'll see you at 9:45(ish) and we will get started right at 10. I'm looking forward to it! We will be done by 12:30 pm, including time for lunch! Thanks!"

IF SHE IGNORES YOU, SAY...

"Hi _____! I haven't heard back from you, so I wanted to check in again. I reserved a seat for you tomorrow at 9:45 am. Can you let me know by tonight at 5 pm if you can make it? Let me know either way. Thanks so much!"

full circle coaching

"A class worth booking, is a class worth coaching!"

HOSTESS INFO

Name _____
 Phone _____
 Email _____
 Address _____
 Booking Gift? _____

CLASS INFO

Date/Time _____
 Hostess Gift? _____
 Party Theme _____
 Pre-Profiled _____

DATE BOOKED:

GUEST LIST

Name	Phone	Email	Pre-Profiled	Confirmed

WITHIN 24 HOURS

- Send Thank You/Hostess Packet
- Other _____

WITHIN 48 HOURS

- Add more guests to list
- What to say to guests:
Ask for emails Limited seating
Bring a friend If life happens
- Confirm guest attendance
- Class area, table, lighting, snack afterwards, during consultations
- Private consultation area
- Satin hands area
- Childcare arrangements
- Encourage 5 outside orders
- Hostess program reminder
- Promptness for all
- Communication is key

2 DAYS BEFORE PARTY

- Call guests to "Thanks for coming"
- Call hostess to confirm attendees & encourage outside orders

DAY BEFORE PARTY

- Prep for class
- Final reminder call to hostess

AFTER THE PARTY

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DAY AFTER PARTY

- File & add to InTouch
- Thank you notes, sent to ALL
- Thanks for being a great hostess
- Post WAS
- Follow up with Prospects
- Follow up those who didn't attend

DAY AFTER PARTY

- Number of guests?
- Number of sets sold?
- Number of bookings?
- Number of interviews?
- Total Retail Sales?
- Hostess final gift?
- What do I need to improve?

2 DAYS AFTER PARTY

- Call to check if products are performing well.

2 WEEKS AFTER PARTY

- Stop by or call to check in about products or questions

2 MONTHS AFTER PARTY

- Call to advise about reordering or email a reminder