

booking scripts

Script for Calling...

You might find the following telephone approach helpful when calling the people on your list. It has been proven successful by many consultants. Practice in front of a mirror & remember to smile.

When you use this telephone approach, greet the person and chat for a moment, then give your "presentation" straight through, without pausing for a response. You want her to react to the whole of what you are saying, not the parts. That way she will understand that your request is made on a professional basis.

"Let me tell you why I'm calling. I just became a Mary Kay Beauty Consultant, and as part of my training, I will be holding five skin care classes in the next week. The Company recommends we are very selective with the hostesses for our first five classes, since these literally will be the foundation of our new business. They suggest we look for people who are outgoing and friendly and who take a real interest in their appearance. And you know, [name], I immediately thought of you. Tell me, is there any reason why you couldn't be one of my first five hostesses? I think you'd be great! All you have to do is invite five or six friends over for a complimentary facial, and I'll do the rest. Which is best for you, the first part of the week or last?..."

By phrasing your request in such a personal and positive way, you will significantly enhance the likelihood of a "yes" response. Presenting two specific alternatives at the end ("the first part of the week or later?" or "what time of day?") further encourages an affirmative answer. This is a technique you will find very useful in booking, closing the sale, and recruiting.

Script for Texting...

This script has been tested on over 100,000 people over the past 5 years and it WORKS. Even if you change 3 words, it can lead to NO results. Yes, we've seen that happen.

You can add any friendly courtesies to the front like, "Hope your Dad is feeling better!" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. It's perfection! When you use this script, 1 out of 10 people will say yes and book an appointment.

"Hi Kaytie! How are you? Okay, random question, so I am now a Mary Kay beauty consultant and part of my training is to give 30 women a free facial in my first month. Basically, you get a satin hands treatment, a microdermabrasion spa treatment, an anti-aging facial, plus expert foundation matching. Any chance you could be one of my 30?"

That's it! Your goal is to send this script to everyone you know. And it has to be PERSONALIZED and INDIVIDUALLY sent to each person. If you mass message, you will get NO response. You can send this by text message, by email and by personal message on Facebook.

When they respond, "Yes..what is it?"

"Great! Thank you so much! Basically, we pick a one and a half hour window that works best for you. Looks like I have an opening on Thursday at 6:30pm or Saturday at 11am. Do either of those work for you?" (only give two options)