

# **BOOKING DIALOGUES**

Write these scripts on index cards in YOUR handwriting and tape to a bathroom mirror. I still use these scripts!! Learn them so you can be flexible and personal with your conversations !!! Want to make REAL money..... learn the scripts and USE THEM!!!!

## **Perfect Start/Powerstart:**

Hi \_\_\_\_\_, this is \_\_\_\_\_. I'm really excited about something. Do you have a quick minute? Great!

(New Consultants: I've just started my own business teaching skin care and makeup artistry with Mary Kay and as a part of my training I'm going to need to practice completing facials & makeovers with 30 ladies in 30 days. What I would love to do is pamper you with a facial and makeover, and as my thanks, you'll receive a special gift for helping me with my training.)

(Seasoned: We just launched this new \_\_\_\_\_. It's so amazing and you're going to love it and the reason I'm calling you is because I am in a contest and I have to let 15/30 people try this new product and get your opinion. .... And I could really use your help.)

Tell me \_\_\_\_\_ is there any reason why you could not help me out with my challenge? Great!!! What's better for you, during the week or on the weekend? During the day or in the evening? I have (Wed) or (Thurs) available. At (6pm) or 7pm)? Great! I appreciate you so much and look forward to seeing you on \_\_\_\_\_ at \_\_\_\_\_!

(After you have scheduled a time say...)

## **Turning a facial into a Class (from script above):**

You know \_\_\_\_\_, I have a great idea! We have a plan where you can receive some products for FREE as a gift. Could you get excited about earning some FREE products? (wait for her response to say yes) Great! It's just as easy for me to give three or four facials at one time, as it is to give one. In fact, that would help me achieve my 30 faces goal for the month even quicker! Who do you know that would be a lot of fun? Is there any reason why you can't invite them over? I'll have some goodies for them to try too. Now \_\_\_\_\_, just so you know I am coming even if it is just me and you. I'm excited to see you on \_\_\_\_\_ at \_\_\_\_\_!

## **Turning a facial Into a Class (from other appts scheduled)**

You know, \_\_\_\_\_, I usually save those appointment times for groups of 3 or more. Is there any reason why you can't have just a couple friends over to join you. And don't forget if you do have at least 2 friends join you, you will qualify for free products of your choice.

## **Booking Blitz**

Hey \_\_\_\_\_, this is \_\_\_\_\_. Do you have a quick minute? Great. Listen, I'm so excited because I'm here with my Mary Kay Unit and we are having a booking blitz and I need your help! The person who books the most appointments in the next 2 weeks will win a prize tonight and I will soooo make it worth your while if you can help me. Is there any reason you would not be able to help me? (pause and wait for her response.....) When would be the best time for me to stop by and let you try our new \_\_\_\_\_? During the week or weekend. Day or night? 6pm or 7pm?

(After you have scheduled a time use Turning a facial into a class script above. If she's not sure of schedule, use tentative date book approach below and let her know that will still count toward you winning the blitz.)

## **Tentative Date Booking Approach:**

(When someone is not sure they could book because they don't know their calendar or if their friends could come, say...) \_\_\_\_\_, Why don't we do this. We can set a tentative date tonight, then tomorrow, I will call you after you've had a chance to check your schedule and confirm your date and if you need to change it at that time, that's fine. (at a Class..) The Hostess is working to earn \_\_\_\_\_ and if we pencil it in tonight, she will get credit for your booking. What's normally better for you, during the week or on the weekend? During the day or in the evening? I have (wed) or (thurs) available. 6pm or 7pm? Great! What's the best time to reach you tomorrow to confirm this date? Great. I appreciate you so much and will talk to you tomorrow at \_\_\_\_\_!

## **Mary Kay's Correct Booking Approach to use at classes:**

At every skin care class I always select several ladies that I would most like to have as my future hostesses, and today/night I've selected you because (sincere compliment; you are so much fun, you really loved the products...) Tell me, \_\_\_\_\_, when we get together for your follow-up (Personal Makeover Session), is there any reason why you couldn't share it with a few friends? I think you'd be a terrific Hostess. What's better for you, during the week or on the weekend? During the day or in the evening? I have (wed) or (thurs) available. 6pm or 7pm? Great! I appreciate you so much and look forward to seeing you on \_\_\_\_ at \_\_\_\_!

## **Following up on Profile Card Referrals:**

Hi is this \_\_\_\_? \_\_\_ this is \_\_\_\_, how are you? Do you have a quick minute? I was calling because your friend \_\_\_ gave me your name. She was recently (a model for me, at a class I conducted) and I am looking for some new people in your area and when I asked \_\_\_\_ who were her favorite people, she told me all about you! Have you ever been a model for MK or tried MK products? Great. Well, because she selected you, you will receive a complimentary facial and makeover and \$10 in FREE products. There's no obligation to make a purchase. You get to try our products and give your opinion. How does that sound? Great! First, I'll need your address so I can send you our catalog and your gift certificate. Now, would you prefer to come to me or would you like me to come see you? What's better for you, during the week or on the weekend? During the day or in the evening? I have (wed) or (thurs) available. 6pm or 7pm? Great! I appreciate you so much and look forward to seeing you on \_\_\_\_ at \_\_\_\_! (After you have scheduled a time.... use Turning a facial into a class script above. If she's not sure of schedule, use tentative date book approach)

## **Preferred Customer Program Follow-up:**

Hi is this \_\_\_\_\_? Hey \_\_\_\_\_ this is \_\_\_\_\_. Did I catch you at a good time, do you have a quick minute? Great! I was calling for 2 things. First, I know you just got your New Look Book in the mail the other day and I wanted to check in with you....Have you looked at it yet? Great. (if yes....Then you have already seen the NEW \_\_\_\_\_product) (if no.... Oh no, you must look at it soon and see the New \_\_\_\_\_ product) Everyone who has tried it bought it on the spot. (give testimonial on new product) The second thing is that I'm in a special contest right now to let \_\_\_ people try the new \_\_\_\_\_ by the end of January and I sure could use your help to earn a prize from the company. You also will be entered into a drawing for a \$100 in CASH ! So when would be a good time for me to swing by to let you try it? During the week or on the weekend? I have (wed) or (thurs) available. 6pm or 7pm? Great! I appreciate you so much and look forward to seeing you on \_\_\_\_ at \_\_\_\_! **By the way, check out the NEW featured Hostess Gift in the back of your Look book.** I am not sure you are aware but you can earn that FREE just by having some friends over to try the \_\_\_\_\_ with you in addition to the \$100 in free products that I give all my hostesses. Who comes to mind that would love to try the new products with you? And to make it easier for you, I can call them and let them know about your appointment. You can also get that cool new \_\_\_\_\_ with a qualified order of \$40 or more. It's the coolest! You'll love it! Okay \_\_\_\_\_, I'll see you on \_\_\_\_ at \_\_\_\_\_. I'm so excited to see you and can't wait for you to try these new products. See you then!

## **Warm Chatter/Thank You Gift:**

(Mary Kay's 3 foot rule; pay everyone that comes within 3 feet of you a sincere compliment... then say) You know, I'm just not going to forgive myself unless I give you my card. You (have been so sweet, are so SHARP...). I also have a gift for you! (sample) Do you like to try new products and get FREE goodies in the mail? Great! Fill this out (facial request card) and I'll put you on my mailing list and you'll start receiving FREE samples and you can give me your opinion of them. You know, I'd also LOVE to use you as a model in my (Spring, Summer, Winter) Before & After portfolio. I call you sometime soon when I get an opening in my schedule and we maybe can get together. It was so great meeting you! (When you call back....follow script below...)

## **Before & After Portfolio:**

Hi \_\_\_\_\_, this is \_\_\_\_\_. I'm really excited about something. Do you have a quick minute? Great! I am building a professional portfolio of "Before & After" makeovers and I would love to feature you in my Before & After Portfolio. You have such (sincere compliment; beautiful eyes, a great smile, gorgeous hair...) What's better for you, during the week or on the weekend? During the day or in the evening? I have (Wed) or (Thurs) available. At (6pm) or 7pm)? Great! I appreciate you so much and look forward to seeing you on \_\_\_\_\_ at \_\_\_\_\_! (After you have scheduled a time.... use Turning a facial into a class script. If she's not sure of schedule, use tentative date book approach)

## **Booking and E class (or book party)**

This is a great alternative for someone who lives out of town, or doesn't want to schedule a skin care class. "How would you like to earn some free products with out having a class? Great. All you have to do is take orders from family and friends during the next week, and then you'll earn \$10 of free product for every \$100 you sell. Would you prefer to send an email and people order from the web page, or would you like to have samples and catalogs to take to work?" (Schedule a date to pick up all orders. No more than 1 or maybe 2 weeks out)

## **Booth Follow-Up**

Hi \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay. You signed up to win a prize at the \_\_\_\_\_ (pause for her response)....well, guess what? We drew your name for one of the 2nd chance prizes of a \$10 GIFT CERTIFICATE + FREE FACIAL & MAKEOVER! Isn't that great?! Now I just need to confirm your address so I can send you your book, free sample, and Gift Certificate. Now, let's go ahead and schedule your Facial/Makeover so you can spend your Gift Certificate.

What's better for you, during the week or on the weekend? During the day or in the evening? I have (Wed) or (Thurs) available. At (6pm) or 7pm)? Great! I appreciate you so much and look forward to seeing you on \_\_\_\_\_ at \_\_\_\_\_!

By the way \_\_\_\_\_, how would you like to double your gift to \$20 FREE products + a surprise FREE GIFT? If you have 2 or more friends at your Facial, I will double your gift certificate!!! Isn't that great?! (If she's not sure of schedule, use tentative date book approach)

(If she doesn't want you to come to her home, invite her to your success meeting. You can require a \$20 order to use the \$10 gift or a \$40 order to use the \$20 gift.)

## **Inviting a Guest to the meeting:**

Hi is this \_\_\_\_\_? This is \_\_\_\_\_. Do you have a minute? Great! I am very excited about an event that is coming up this Monday. I have been asked by my director to be responsible for bringing a Model for our Skin Care Class and we're looking for someone who (has beautiful eyes, red hair, etc.) and I immediately thought of you! You would have the opportunity to have a facial and makeover, then give your opinion of what you liked. 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 Monday; I think you'd be terrific!

## **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') and share the information about the career opportunity with them. I immediately thought of you! You may or may not be interested in Mary Kay, and that's totally OK. I would love to share the facts of our Company with you and get your opinion. Is there any reason why you couldn't help me out? Which would you prefer to do, be a model Monday evening and receive a makeover, then hear about the company....meet for coffee and sit one on one for about 30 minutes...or attend the next event? Which ever is good for you is certainly fine with me (Offer two of the three choices)