

## **BOOKING SCRIPTS**

**Booking is an Attitude!! If you want a full date book, you can have it.  
There are tons of ideas and ways to keep your book full!!**

### **Perfect Start/Power Start Dialogue:**

Hi \_\_\_\_\_, this is \_\_\_\_\_. Do you have a quick minute? Great! I am so excited...I just got started as a Consultant for Mary Kay and as part of my training I need to get several opinions of the completely new product line. My director advised me to select a few of my closest friends that I felt I could count on to help me practice. I'll be starting my training next week—is there any reason why I couldn't count on you to help me out? Would the beginning of the week or the latter part of the week be best? Great.....

### **Turning a Facial into a Class:**

Now \_\_\_\_\_, most ladies like to share their makeover with a few friends because it's more fun with a small group. I'll have a special gift for you just for having 3-5 girlfriends over to share your appointment with you. It's my way of saying thank you for introducing me to new people. Who do you know that deserves being treated to an hour of pampering? (Pause and wait for response) Great!! How about I call you back tomorrow for their names and numbers? I can handle up to 5 at a class. You should invite 8-10 to have five there and if you have 5 ladies present, I'll be able to give you a great gift. I can't wait.....

One last thing—if for some reason you find our date will not work, could you call me back within 24 hours so we can make other arrangements? It is important that I get my training classes in next week. You can count on me and I know I can count on you. Okay?...Great!!

### **Booking From Skin Care Classes:**

#### **Correct Booking Approach:**

“At every skin care class I always select 1-2 people that I would most like to have as my future hostesses and today I've selected you. Is there any reason why when we get together for your private makeover session you couldn't share it with a few friends? It's so easy & gives you the opportunity to earn free product or a special gift. How does that sound?! What is best for you—Wed. night or Thurs. night?” (always give a choice).

#### **During your opening remarks:**

“Tonight will be the first of two facials that I will be offering you. Tonight we will be concentrating on beautiful skin with our revolutionary TimeWise Basic and some basic color cosmetics. In 10 days to two weeks, we will schedule a private makeover session at which time we can make any exchanges necessary and focus on a personalized glamour look just for you. Wouldn't you agree that personalized glamour takes more time and is more personal? We'll set up a time for your private makeover session at your individual consultation at the end of our class tonight.”

#### **During the Private Consultation:**

“Now you did get the Skin Care tonight so I will need to see you for your check up facial in the next couple of weeks in order to see that your products are working well and make any changes necessary. At that time we can do a special glamour session just for you!! Which would be better for you—daytime or evening? Tues. or Thurs.? 7:00 or 7:30? Great!! Why don't you go ahead and write your name in my date book along with your phone number. Now, if for some reason you discover this is not a good time, could you call me back within 24-48 hours? Otherwise, I'll reserve that time for you. You can count on me being there and I know that I can count on you.” .

“Most ladies love to share their second facial with a few friends and I can give you free product as a thank you for sharing and your hostess can get free product tonight for your booking. Who do you know that could join you?” (Pause, nod and wait for response).

### Dialogue—Individual Consultation

1. **Did you have fun tonight?**
2. **How does your face feel?**
3. **May I look at your profile card?**
4. **Now, \_\_\_\_\_, you know your situation better than I do. Which set would work best for you, the Beauty Essentials Collection, or the Miracle Set + Basic Color Set? Whatever you decide is fine with me. (always give a choice).**

### Three Goals for a Perfect Skin Care Class: Sell Sets, Book Future Classes, Offer Opportunity

#### **Tentative Date Booking Approach:**

When someone at a class shares that they are not sure they could book because they don't know their calendar, or if their friends could come, you say this:

“Well, why don't we do it this way. I'm sure you would like the hostess to get credit for your appointment, right? Let's set a tentative date that works for you and for me, with the understanding, that if we need to change it we can. This way I can give \_\_\_\_\_ credit tonight, OK?” As soon as you set a tentative date, it ceases to be tentative because you are going to coach it as a firm date. She will let you know within 24 hours if that date will not work and you can keep it on the book by rescheduling.

#### **Warm Chatter Booking/Conversational Booking:**

“You've been (so helpful, such a support, terrific helping me pick out this dress) as my thank you I have a gift for you! I am an Independent Beauty Consultant with Mary Kay Cosmetics out of Dallas and I would love to give you a complimentary facial and a \$5.00 gift certificate to spend at your facial. Jot your name and number down and I'll put you on my “wait list” and give you a call when I have an opening. When is the best time to call, a.m. or p.m.?”

#### ***When you call back say...***

Hi \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay Cosmetics. We met the other day at \_\_\_\_\_. Thanks again for your great service. I do have an opening next Tues. or Wed. and was checking to see if one of these times would be good for you so you can spend your gift certificate?

“If there's anyone you'd like to invite over to have a facial with you, you can let me know. A lot of ladies like to share it with a friend or two and that's O.K. with me. It's fun to share it with friends and I'm able to give you a \$5.00 gift certificate for each friend you have present.”

OR

Hi! I'm giving out 10 cards with free samples today (TimeWise surveys or your business card with samples attached) and I'd love for you to have one.. (Pause and wait for a response).

When would be a good time to call for your opinion tomorrow morning or would evening work best? Great! Could you take a quick minute and give me your name and phone #?” Call her back when you promised and ask her what she thought of the product? Ask her if anyone had ever taken the time to give her a complimentary facial. If she really liked the product you let her sample, offer it as a discount if she would agree to have a facial.

(If they say no...)

“Well that's O.K. I appreciate your honesty. Go ahead and keep my card. If you ever change your mind or know of a friend that might enjoy a free makeover, please give me a call.

(You never know what good may come from handing out your cards to EVERYBODY!!!)

### **Booking an On The Go Appointment:**

This is a great alternative if someone says they are too busy to have a facial or class

“I would love to stop by to show you \_\_\_\_\_ (whatever product you have called her about, TimeWise, Color Cosmetics, fragrance, or limited edition items You can try the product on the back of your hand and I promise to only take 15 minutes of your time. Would it be better to stop over \_\_\_\_\_ or \_\_\_\_\_” (offer 2 choices: after work, on your lunch hour, before work, in the evening, Saturday morning)

### **Booking From Referral Names:**

“Hi, is this \_\_\_\_\_? My name is \_\_\_\_\_ (your name) and I’m a friend of (whomever referred her). Do you have a moment? I’m calling because I teach skin care for Mary Kay Cosmetics and I recently treated \_\_\_\_\_ to a make-over. I asked her who she felt would enjoy a free pampering session and she immediately thought of you. I’m offering a \$5.00 gift certificate compliments of (whomever referred her). Has anyone given you a Mary Kay facial lately? Well great! I do have an opening on Tuesday afternoon or Thursday morning..... which would work best for you? (Set the time and date). Since you do not know me, you may feel more comfortable if you shared your facial with a few friends. That would make you eligible for more FREE product. Who comes to mind that you think would like to join us? (If she says she is not interested in inviting anyone else, you thank her and let her know you are looking forward to meeting her and honoring her \$5.00 gift certificate.) If she says she would like to share her facial with friends, you say: “Great! I’ll drop a hostess brochure in the mail to you tomorrow.” (or you can take it to her). Then.....COACH, COACH, COACH!!

### **Booking From a Facial Box Lead:**

“Hi, is this \_\_\_\_\_? This is \_\_\_\_\_ with Mary Kay Cosmetics. Do you have a moment? I’m calling because I got your name from the facial box at \_\_\_\_\_ (wherever box is placed). Have you tried any of our newly reformulated product line before? I’d like to see when we could schedule your free makeover. It usually takes less than an hour and it’s complimentary. Which would be better for you—your home or mine? Tues. or Thurs., etc. (Set date and time). Most ladies like to share their makeovers with their friends and that’s great with me! That would make you eligible for some free product. Who do you know that might like to join you? (Pause).

(If she says no to asking anyone)

“Oh, that’s fine. You and I will still have a great time and I’m looking forward to meeting you. If you happen to think of someone, you’re still welcome to invite them at the last minute.

### **Booking a Before and After Portfolio Session:**

Hi \_\_\_\_\_, this is \_\_\_\_\_. I’m very excited about something I’m doing with my business, do you have a minute? Great! I am building a professional portfolio of “Before & After” makeovers, and I would love to feature you in my portfolio. You have such (beautiful eyes, warm smile, beautiful hair.....pay her a sincere compliment). I would love to pamper you with a facial and a makeover and feature you in my book. Does it sound like fun? Grab your calendar and let’s set a date. Which would be better for you \_\_\_\_\_ or \_\_\_\_\_? I have a great idea.....do you have a couple of friends that might enjoy getting a make-over and then they can give you their honest opinion of your new look that will be featured in my portfolio. You would earn free product for having some friends join you & then they can give us feedback about your new look.

**Booking an 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 or Collections Preview.

“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 \$10.00 of free product for every \$100.00 you sell. Would you prefer to send an email and have people order from the web page, or would you like to have samples and catalogs to take to work?”

**Booking a Collections Preview/Trunk Show:**

Hi \_\_\_\_\_ this is \_\_\_\_\_. I’m very excited about a new party Mary Kay is offering, do you have a quick minute? Great! It’s called a Beauty Boutique. It’s a party where you can see and try all the products on the back of your hand, no mirrors, no taking off your makeup. You and your guests get to see lots of the Mary Kay products including fragrance and spa sets . (If it is near a Holiday, you can feature gift baskets and gift sets). You can have as few as 6 or as many as 20 friends present. As my thank you for scheduling a Beauty Boutique, you’ll earn \$75.00 of product for only \$25.00! Doesn’t that sound like fun? Grab your calendar and let’s set a date. Which is better for you \_\_\_\_\_ or \_\_\_\_\_.

**INVITING A GUEST:**

Hi \_\_\_\_\_, this is \_\_\_\_\_ do you have a minute? Great! I am very excited about an event that is coming up this Monday. My director has asked me to bring a model for our Skin Care Class, Advanced Glamour, or Success Meeting. I am looking for someone with (beautiful eyes, red hair, warm smile) and I immediately thought of you! You would have the opportunity to have a facial and makeover, and 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 OK. I would love to sit and share the facts of our Company with you and gain 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 \_\_\_\_\_? (Offer two of the three choices)

**BOOKING TRAINING INTERVIEW:**

\_\_\_\_\_, this may not be anything you would consider for yourself, but as part of my training I need to have five people listen to a marketing tape about our company. All you need to do is fill out this evaluation sheet and let my director (recruiter) follow up to get your opinion. Your name will go in a \$100 cash drawing just for listening!! You will really enjoy listening to the tape because it is so motivational and informative. Can I count on you to help me out?