

WARM CHATTERING SCRIPT Thanks Michelle Silver & Allison Davis!
“I know that it’s weird that I am coming up to you out of know where but I had to come over and talk to you because you’re so sharp (pay her a sincere compliment). My name is Leah and I am a Mary Kay Consultant. I am working on a project with my company right now – I am working on creating a before and after model portfolio using our new mineral products. I was wondering, have you ever been a face model before? I would love for you to be a part of my before and after portfolio as a face model! Would you be interested in trying the mineral products and being a part of my portfolio? Let me get your name.” (Have a notebook ready to write in. Get her name and number.) “When would be a good time to call to set up the appointment?” (Book a time to call her, give her your business card and give her more information about the appointment.) “The appointment will be at my home and I have a very informal setting. We’ll take the before picture, do the facial, makeover and then take the after picture.”

COACHING SCRIPT

Call her back to book her appointment by offering 2 options until you narrow it down to a date. For example...“What works best for you, weeknights or weekends, Saturdays or Sundays, afternoons or evenings...” Once you choose a date say, “The fun thing about this appointment is that you can have your girlfriends attend the appointment with you. For every girlfriend over the age of 18 who attends the appointment with you, you will receive a \$10 gift certificate! Is there any reason why you wouldn’t want to have a few girlfriends attend your appointment with you? I will need to follow-up with you in 24 hours to confirm this appointment and ask some questions about how you look so I can start working on your computerized color analysis. Would tomorrow evening be a good time to catch you?” (Set a time to call her back.)

24 HOURS LATER

Ask questions about how she looks, confirm the date for the appointment, ask if you can send an email confirmation and confirm how many guests will be attending the appointment. Also

let her know that you will be calling her 48 hours before her appointment.