

## BOOK THE FACIAL

Hi \_\_\_\_\_ this is \_\_\_\_\_ with Mary Kay cosmetics! How are you? Did I catch you at a good time? Great! \_\_\_\_\_, I'm calling to offer you a complimentary Mary Kay product experience! Have you ever tried the products before? *(If she says yes ask more questions. ...Do you currently use them, who do you purchase them from ....if she does not have a consultant you may proceed. If she does, do not book her. Be go give and refer her back to her consultant. Leave the conversation on a high note! "I'm so glad you already love Mary Kay! That makes me even more excited about my business!")*

\_\_\_\_\_ I would love to spoil you and treat you to some pampering. My goal is \_\_\_\_\_ and I'd love for you to be one of those women. You are not obligated to anything except a good time! What works better for you in the next couple of days? Day time or evening? First of the week or end of the week?

*(Offer her 2 choices at a time until you find something that works for both of you. Make sure your date book is already marked where you are available and willing to work. Once she is scheduled then you turn it into a party and coach her. )*

## TURN IT INTO A PARTY & COACH YOUR HOSTESS

Okay, \_\_\_\_\_, so we have you scheduled for \_\_\_\_\_ on \_\_\_\_\_. This is going to be so much fun! You know, most women want to share their facial and turn it into some fun girl friend time. Plus, when you share your facial with 3-6 women who don't currently use Mary Kay you get \_\_\_\_\_ as a gift from me! Can you think of anyone you might want to share your facial with? Great, who are you thinking you would like to invite? *(give ideas: mom, sisters, in-laws, neighbor, co-workers)* Can't wait to meet them. Would you be comfortable with me visiting with each of them after you have had a chance to invite them? I'll ask them a few questions about their skin and make sure I have all the right products there for them to enjoy. Can I take one minute and ask you those same questions now? Great! Do you have any skin concerns such as dry, oil, blemish prone? Would you describe yourself as ivory beige or bronze this time of year? What is one thing do you want me to make sure I address during our party?

Ok! When you invite your friends let them know that I will be calling and that we will be reserving a seat just for them. Also, let them know that this is girl's time out! Kick off their mom shoes and work shoes and come relax. They are not obligated to anything, however, if they fall in love with something or know they need mascara, I will have my product on hand and they can take it home with them. I'll also bring my calendar and give everyone a chance to schedule a private color session or spa treatment as a thank you for being a part of my goal. *(Schedule a time to get her guest list and invite her to get it to you by email or voice mail at the scheduled time to earn an extra gift)* \_\_\_\_\_,

## THE NEXT STEP IS TO PREPROFILE