SPRING IS A GREAT TIME TO RE-ENERGIZE YOUR DATE BOOK

THE FOLLOWING IDEA IS GUARANTEED TO PRODUCE NEW CUSTOMERS, INCREASE $$ $$ $$, BOOKINGS AND NEW TEAM MEMBERS. BEGIN AT ONCE BY MAKING A LIST OF YOUR 10 (or more) BEST CUSTOMERS. USING THE FOLLOWING DIALOGUE CALL EACH CUSTOMER AND SAY:

“Hi, __________, this is __________, your independent Mary Kay beauty consultant. We are having an exciting promotion this month and I wanted to share this opportunity with you...do you have a quick minute so I can give you the details? Great!

We are asking non-Mary Kay users to experience our newest skin care line, Time Wise, and compare it with products they are already using. This is being done through a complimentary, no obligation facial. __________, because you are a preferred customer, I have been authorized to give you the opportunity to present 5 friends or family members with the Gift of a Pampering Session from you. This gift includes a complimentary facial & makeover along with a $10 gift certificate at no cost to you. This special pampering session will be a wonderful treat for the women you choose. Of course, the appointment is complimentary and I will simply explain that you have arranged for them to take advantage of this gift at their convenience. It’s always fun to have a new look for Spring (Fall, Winter, Summer). I will personally see that she has a wonderful experience, compliments of you. Which 5 friends or family members would you like to receive this special treat of a complimentary facial, makeover and a $10 gift certificate...again, at no cost to you? The only stipulation is that they are over 18, and non Mary Kay users.”

Continued on back....
What to say when you call her friends:

Hello, ___________, this is ___________ calling. We haven’t met yet but we have a mutual friend, (friends name). I am a beauty consultant with Mary Kay and your friend ___________ has arranged for you to receive a special gift. Do you have a quick minute for me to give you the details? Great…. (If she says she is busy ask her when would be a better time for you to call her back.) … to begin with may I ask if you have a Mary Kay beauty consultant servicing you?

(Note: if she says yes, say great, your friend ___________ thought you might enjoy receiving a pampering appointment, which would include a facial & color appointment. Would you enjoy that? If she says, Yes, say “If I may have your consultant’s name and number, I’ll give her a call and ask her to contact you to schedule a convenient time for you to receive your complimentary facial and a New Look for Spring. Call her consultant and explain that she was given as a referral and since the person is already using the product you wanted to let (the consultant) know that her customer would enjoy receiving a call and a special look for Spring.)

Call your customer back and explain that ___________ is already a Mary Kay customer, and you still have a gift certificate left for her to give to another friend or family member. Get another name.

If her friend is not using the product you can proceed with the following dialogue: “Your friend, ___________, has arranged for you to receive a special pampering session and a $10 Mary Kay Gift Certificate. Your pampering appointment will include a complimentary facial & makeover. This is the perfect time of the year to have a new look for Spring. I'd love to schedule in a convenient time for you to take an hour to treat yourself! What would be best for you…(the first of the week or the last of the week, etc.) Schedule a time.

Note: After the appointment as you are “closing the sale”, mention that the Time Wise Set is $52 and with her $10 gift certificate, the total would only be $42. The Miracle set is $102 and with her gift certificate, only $92. This will help insure that she chooses to use her $10 towards a set.

JUST IMAGINE WHAT A DIFFERENCE THIS ONE IDEA CAN MAKE IN YOUR BUSINESS. EVEN IF ONLY 30 BOOKED...IMAGINE THE NEW CUSTOMERS, RECRUITS, REORDERS, FUTURE CLASSES, ETC., ETC!
New Consultant Booking Script

Hi __________, I have some exciting news, do you have a quick minute? Great! I have recently started my own business as an independent beauty consultant with Mary Kay Cosmetics. As part of my training, I have been asked to select the sharpest women I know (if close friends or family members, you might want to say, I have been asked to select the people in my life who are the most supportive) and of course I immediately thought of you! ________________, to complete the first phase of my training I need 30 opinions of our power house (depending on her age) Anti-aging skin care line. If younger just our power house skin care line. If I could give you a complimentary skin care treatment, would you be willing to compare Mary Kay to the products you already use and love and give me your opinion? I’d love your feedback. It will only take about an hour and I promise you’ll feel pampered. Are you game? Great, what works best for you this week or next? The beginning of the week or the latter part of the week/weekend (depending on when you want to be holding facials around your schedule).” Set the date.

If you get voice mail…leave this message: Hi, __________, it’s __________. I have something exciting to tell you. Please give me a call so I can share the news!

If she is someone who would more likely respond to a text than a phone call. Text: Hi, __________, I have some exciting news to share with you. When are you available for a quick telephone call?

Once you book the facial and decide on a date, say…”_______________, if you would like to invite a couple of friends to join us, that would be great. This would help me complete my 30 faces more quickly and I would have a special Thank you gift for you. Can you think of friends or family members who would enjoy some girlfriend time along with some special pampering?”
AVOIDING POSTPONEMENTS
Sr. Sales Director, Melinda Mercedes Balling

DEAL  with postponements in ADVANCE... don't wait for them to happen! Here's some tips:

LEARN TO BOOK FOR THE NEXT 2 WEEKS ONLY!  Do not ask a hostess when she would like to have her Skin Care Class because it is a natural tendency to put things off for as long as possible. If you allow it, your Hostess will book 3 or 4 weeks away. There is a way to avoid this. First, have your Date Book FULL. If you are not at that point yet (you will be) then enter EVERYTHING that's going on in your life in your Date Book. All your appointments - doctor, lawyer, hair, nails, birthdays, soft ball games, dinner dates, etc. Whatever you're doing put it in your Date Book - soon enough it will be filled with Class and Facial dates/appointments!

ASK YOUR HOSTESS. "Which will work best for you - the first of the week or the later part?" Then ask, "afternoon or evening?" Give her choices! While looking over your Date Book say, "Let's see when I can do your Class." Make her feel like you're working her into your schedule. Say, "Let's see, I have an opening on Tuesday evening, will that work for you?" Note: A specific date has not yet been mentioned. Write her name in on that Tuesday and say, "OK, that will be Tuesday, the date, at 7:30," which is next week but you have never said anything about her class being next week. When you coach her, you can then say, "OK, I'll see you next Tuesday at 7:30!" Believe me, this works. And remember, just how long does anyone need to plan for a Class. The problem is that we sometimes give people TOO long and then they worry about it and it becomes a chore instead of a pleasure. USE THE "YOU ARE INVITED" Class Invitations available from your Director. Get the names, addresses, and phone numbers for the guests from your Hostess and personally mail the Invitations. Invitations are available on Melinda's website.

OVERBOOK!  If you want 5 Skin Care Classes for next week and you have exactly 5 on your books, your first thought on Monday morning will be, "Oh, I hope none of my Classes postpone!" However, if you have 10 Classes, and you need only 5, the thought of postponements never enters your mind because you can afford to lose a few, and still have plenty!

How many times have you thought, "I just know that Class is going to postpone", and then shortly afterwards the phone rings and sure enough, it's your Hostess doing exactly what you expected her to do! IF YOU DO NOT EXPECT POSTPONEMENTS, THEY WILL BE MINIMAL!

THANK YOUR HOSTESS IN ADVANCE! Something I have learned to do is to thank my Hostess before the Skin Care Class. Write her a brief note the day after you booked the Class with her, saying something like, "Thank you for booking your Skin Care Class during my Special Contest! I am really looking forward to knowing you better and to sharing some new Skin Care products with you! See you Tuesday."

PROPER COACHING! Tell your Hostess, "Now, this is my Career, and I will be reserving the time especially for you! I'll be there rain or shine. You can count on me and I know I can count on you - right?" Anyone who is having continuous postponement problems should try this approach with her hostesses. Say it with a smile and look your Hostess in the right eye, while nodding your head "yes"!

NEVER, NEVER LET A SKIN CARE CLASS GET OFF YOUR BOOKS! In the event a Hostess does call to postpone, and her reasons are legitimate, say to her immediately, "Let's see which time you think will work for you next week. Will the first part of the week or the latter part work best for you?"

HANDLING POSTPONEMENTS & CANCELLATIONS When a Hostess calls to postpone a Class, gives you the reason why, and then says, "I'll call you when I can have it," remember to be gracious and sympathetic about her reasons for postponing, but also BE SURE TO TELL HER, "Why don't we go ahead and pick a tentative date, so I can get you on my calendar. How about..."
Conversational dialogue for meeting new people by using samples.

"I don't mean to intrude, but are you by any chance wearing Mary Kay cosmetics?

No? Great! Let me introduce myself. I'm (your name) with Mary Kay. I've been asked to select 5 women who obviously care about the way they look, and give them my card. Would you like my card with or without a sample?"

If she says she doesn’t want a sample, (she’s usually not "Open") just give her the Beauty Book & your Card (don’t try to book her)...say:
"Here’s my card and our brochure. I’d love to invite you to look through the brochure and give me a call if you see anything in here that hits your hot button. I would be happy to give you a complimentary facial and makeover, at no obligation of course. (point to card) My number's right here, you are welcome to look over the brochure and call me if I can be of service."

If she says she wants your card with a sample: she’s "OPEN"........
"Great! I'm going to ask you to sample our lipgloss because we've just achieved the distinction of being number one in lipgloss sales, and I would love to get your opinion of our product. Let me just jot down your name and number, and I'll give you a call in a day or two so I can get your opinion. What's the best time to call? Oh, and by the way, when I call, don't let me forget to tell you about a special gift you'll receive just for giving me your opinion." (the gift is a facial)

When you call:
"Hi Susie, it's (your name). If you'll recall, we met at (place) and you were so kind as to take a lipgloss sample to try so I could get your opinion. (ask her about product - texture, color, favorite thing about lip gloss). Susie, you have been great to participate in our survey. As my Thank You gift, I would love to schedule a time for you to receive a complimentary facial and makeover. If you will give me your opinion of our skin care and color line, you will receive your choice of a free lipgloss. What would be best for you this week or next?" Schedule her.

If she is not home when you call:
Hi Susie, it's (your name). If you'll recall, we met at (place) and you were so kind as to take a lipgloss sample to try so I could get your opinion. I'm calling back as I promised I would. I'm sorry I missed you. I'm looking forward to getting your feedback and telling you about your free gift. I'm going to leave my number for you to call me back if you like, but I'm in and out, so it's hard to catch me, so if I don't hear from you, I will definitely try to reach you later.
GREAT BOOKING INCENTIVE
½ PRICE SHOPPING SPREE
Elite Executive Senior Sales Director, Melinda Mercedes Balling

Note: This booking incentive is for your favorite customers and new customers who are purchasing at least 1 “set” at their class or facial.

Suggested Dialogue:

Existing Customers: “Hi, __________, this is __________, your independent Mary Kay beauty consultant. I have some exciting news to share with you regarding an opportunity for you to buy all of your favorite Mary Kay Products, and anything else in our line at ½ price … do you have a quick minute so I can give you the details? Great! Here’s what’s going on… During the month of (Current Month), I have been asked to have 30 women who are not currently using Mary Kay, to receive a free facial and give us their honest opinion of our skin care line. To help me accomplish this goal I have been authorized to select five of my favorite customers to participate and receive up to 50% off their purchases. Here’s how it works… You would host a quick “Pampering Session” where you could invite 1 to 5 friends to join us for a free facial. You would receive a great New Look for (Current Season). Your guests would get to try our latest skin care line, at no obligation, and give us their opinion. For each non-Mary Kay User you have at your event, up to 5, you will receive 10% off anything you want in our line for personal use or for gift giving. So for example, one person would be 10%, two – 20%, three – 30%, and so on, up to 5 at 50%. But wait, that’s not all… not only can you shop at ½ price, but also when we get together, you will also be entered in a special drawing and you could win! I would love you to be involved! Which would be better for you, next week or the following week? Great!

NEW CUSTOMERS AFTER THEY HAVE PURCHASED AT A CLASS OR FACIAL: After you have “closed” her sale and she has made her buying decision, book the 2nd appointment for the color makeover and say, “_________ based on your purchases today, (it is very important you say this because you don’t want her to think she can change her order to get her product at a discount at the 2nd appointment) you have qualified for a 50% off shopping spree at your “Color Appointment.” Here’s how it works: if you would like to have a friend join you – you will receive 10% off any purchase at your second appointment; two – 20%; up to five people to receive a full 50% off Shopping Spree! Note: If there was something you know she wanted today, you can mention how she can get it at 50% off at her 2nd appointment.

Note: Give her the Look Brochure and ask her to circle the items she wants. Tell her to begin making a guest list by writing the names on the back of the brochure and let her know you will call her in a couple of days to get their names so you can “pre-profile” her guests. Be sure to coach her to “bump her numbers” to at least eight, if possible, since some may not be able to attend and you want her to qualify for the 50%. (I personally do not require a minimum in sales. The most you could “lose” is the time you invested – if nobody purchases…unlikely, but you would still have your customer/hostess buying and using new products. Reorders down the line will make up the profit.)

Schedule Her!
😊 HAPPY BOOKING😊
MIRACLE SET MARATHON
Melinda Mercedes Balling, ESD

We are on a Mission…Join your director and your unit and help us conduct the world’s largest skin care survey!

CONVERSATIONAL BOOKING:
While out shopping, running errands, attending social functions, etc. you can say...
"Excuse me, I don’t mean to intrude, but I couldn't help but notice what pretty skin you have. Do you mind sharing with me what kind of skin care products you use?"

If she says Mary Kay...say..."I’m not surprised. I’m a skin care consultant with Mary Kay and I must say you are a walking advertisement for our products...who is your consultant?" (just ask, she might have lost hers :)...

If she is using Brand X...you can say..."well you certainly have beautiful skin. I’d love to introduce myself. My name is _______ and I’m a skin care consultant with Mary Kay (as you are handing her your card). Our Age defying Miracle Set has just recently been given the Good House Keeping Seal of Approval. We are doing a skin care survey (this month) and we are asking women who obviously care about their skin if they would be willing to receive a complimentary, NO OBLIGATION facial and give us their opinion. I'd love to know how our power house skin care line of products compare with what you are already using. And by the way, just for giving me your opinion, (Optional): You will also receive a gift card which you may spend at your appointment). Would you be willing to participate in our survey and give us your opinion?"

CALLING YOUR CUSTOMERS, (friends family) I suggest you call your customers, friends and family members and ask them to help you with your goal of 30 surveys... You could give her a $50 gift certificate (your cost only $25) for having 3 people join her. Or $100 gift certificate for having 5 join her (your cost is only $50 or $10 per person). You are VERY LIKELY to meet and EXCEED your investment and pick up new customers. be sure to tell her that they must be at least 20 years old and non Mary Kay users. (The reason I say 20 years old is because the Company recommends the Miracle Set starting At 20). Suggested dialogue:

“Hi Susie, It’s _________, with Mary Kay. Do you have just a minute for me to tell you how you can get $50-100 free of your favorite Mary Kay Products...Great! Our power house skin care Program, the Miracle Set, has recently received the Good House Keeping seal of approval. I have been asked to get 30 opinions this month from women who would be willing to receive a complimentary facial and compare our Miracle Set with products they are already using. To accomplish this mission, I am asking my favorite customers to help. Here’s how it works....if you would be willing to have 3-5 friends or family members join you for a complimentary facial, You will get your choice of free products. With 3 attending that would be $50 and 5 attending would be $100. At the same time we can give you a customized new Look for summer/fall, etc.”

Note: For those customers who may not be willing to book a party right now, ask for referrals and when you call the referral, tell her that (her friend) has arranged for her to have a Pampering Session and a gift certificate (You can give her a $10 certificate).
Mary Kay Time Wise Miracle Set Survey

Thank you for participating in our Time Wise Miracle Set Survey. Please take a few moments to answer the following questions and give us your feedback.

Name: ___________________________ Phone # ___________________________

Your Independent Mary Kay Beauty Consultant: ___________________________

Skin Care Products you are currently using: ___________________________

Which of the following 11 Age-Defying Benefits of our Miracle Set are most important to you?


Which of the following is most important to you (rate in order of importance, #1 being “Most Important”):

___ Personalized service & free delivery ___ 100% Satisfaction Money Back Guarantee ___ High quality for competitive prices ___ Good House Keeping Seal of Approval

Thank you for your feedback. We appreciate your opinion. If you should decide to purchase our Miracle Set and experience the above benefits for yourself, please ask your beauty consultant for your special “Participant Survey Discount”.

Mary Kay Time Wise Miracle Set Survey

Thank you for participating in our Time Wise Miracle Set Survey. Please take a few moments to answer the following questions and give us your feedback.

Name: ___________________________ Phone # ___________________________

Your Independent Mary Kay Beauty Consultant: ___________________________

Skin Care Products you are currently using: ___________________________

Which of the following 11 Age-Defying Benefits of our Miracle Set are most important to you?


Which of the following is most important to you (rate in order of importance, #1 being “Most Important”):

___ Personalized service & free delivery ___ 100% Satisfaction Money Back Guarantee ___ High quality for competitive prices ___ Good House Keeping Seal of Approval

Thank you for your feedback. We appreciate your opinion. If you should decide to purchase our Miracle Set and experience the above benefits for yourself, please ask your beauty consultant for your special “Participant Survey Discount”.
Suggested Dialogue:
When following up on referrals from customers, friends, or the Name Game, I have found this dialogue works well.

"Hi, ________, this is ________ and we haven’t met yet, but your friend... (friend’s name) is a client of mine. I am with Mary Kay and (friend’s name) has arranged for you to receive a complimentary facial and a gift certificate. She said you are a wonderful person and she wanted to do something special for you. May I ask, _____, do you already have a Mary Kay beauty consultant?"

(If yes, say, great! If you’ll give me her name, I’ll call and arrange to have this gift transferred to her so she can get together with you. Call consultant, tell her you got a referral who was her customer and you would like the consultant to follow up for an update facial and, give her customer a $10 gift certificate. If the new prospect says she doesn’t have a consultant, proceed)."

Ok, great! Let me mention what your Pampering appointment will include. You’ll receive a Satin Hands & Satin Lips Treatment, a facial, and a gift certificate at your appointment. I’d love to schedule a convenient time for you to receive your gift... Which works better for you daytime or evenings? Get her preference.....Wonderful, I can schedule you in on _____ or _______. " Schedule the date. Then say "By the way _____, I don’t want to forget to mention that if you’d like to bring a friend I will be happy to give her a complimentary facial as well. I know sometimes it’s fun to share a pampering appointment with a girlfriend."

Note: I do not usually mention the amount of the gift certificate when I first set up the appointment and typically they don’t ask. After the facial, as I am going over the prices and sets, I say..."you have a $10 certificate to use towards any purchases today. For example “the Basic Skin Care set would be $44 instead of $54" Remember your cost on that certificate is only $5...well worth the investment in a new potential customer.

How to Generate Referrals:
Here are some great ideas to help you get those referrals.

The Name Game
The “Name Game” is when you give a gift for referrals at your parties. You can ask them to get their cell phone out and write as many names and numbers as they can (usually on the back of their profile). Give a gift to the person with the most and let everyone else know that you will give their referrals a call and offer the a gift certificate and free facial as a gift from them to the friend at no cost to them.

Half Price Offer
You can also offer any MK item at 1/2 price to your customers when they give you 3 names of people who might enjoy a pampering appointment and a gift certificate.
COMMON OBJECTIONS TO BOOKING
MELINDA M. BALLING, EXECUTIVE SENIOR SALES DIRECTOR

I DON'T WEAR MAKE-UP

"That's perfectly OK! Mary Kay's primary focus is on Skin Care. Actually, we are famous for our Skin Care Program and I know you care about your skin. I'd simply like to get your honest opinion of our Skin Care Products. The glamour demonstration is optional."

I REALLY DON'T HAVE THE TIME RIGHT NOW

"I understand how that is. Women are wearing so many hats these days! Actually, that's all the more reason to take an hour or so and pamper yourself. I'll tell you what...let's set a tentative date. If you find that date isn't going to work, you can always call me and we can reschedule. Let's just go ahead and get you on my books and see how it works out. You deserve the time to pamper yourself a little, and I'd really love to get your opinion."

I'M ALLERGIC/SENSITIVE, ETC.

"I understand exactly how you feel. Many women have had the same challenge with sensitive skin. You will be happy to know that our products are well suited for sensitive skin. They are fragrance-free and clinically tested for skin irritancy. I feel confident you'll find that ours is an excellent product line for women like you, who have sensitive skin. Wouldn't it be great to find something that would give you noticeable results?"

I'M ALREADY USING ("BRAND X")

That's great! Since you are already using a good line, your opinion would be extremely valuable. I would love to give you a complimentary facial so you could compare Mary Kay with the products you are already using and let me know what you think.

I'VE TRIED MARY KAY BEFORE & DIDN'T LIKE IT, BROKE OUT, ETC.

"How long ago was that? ...Oh, well there have been significant changes in our line since then. All the fragrance has been removed... perhaps you were sensitive to fragrance. Also we have several options now and it could have been that we didn't have a suitable formula for you at that time. Since you have tried our product before, I'd really appreciate your honest opinion of our new line. I'd love to give you a complimentary facial and show you some of the major changes!"

Always allow the person to give you her entire objection before you begin to "overcome" it. Hear her out and don't interrupt. Never argue. Give her enough additional "information" to reconsider your offer. If you are genuinely interested, sincere and polite. You have an excellent opportunity to book her. "No" usually means "I need more information". Also, an excellent way to preface your response is the "feel", "felt", "found", method. For example:

"I understand the way you feel, I felt the same way, but I found..... (the Product was well suited for sensitive skin, etc.)". If you personally haven't felt that way, you can say, "Many of my clients felt that way, or so & so felt that way, or others have felt that way..."
You are invited to participate in a very special Hostess Program. Here’s how it works:

Within one year, schedule and hold your choice of 4 of the following “events” with at least 3 guests in attendance:

- SKIN CARE CLASS: Date ________
- COLOR CLASS: Date ________
- SPA PARTY: Date ________
- PRODUCT PREVIEW: Date ________
- GIFT SHOW: Date ________

As a PREFERRED HOSTESS you will receive the following:

- 30% - 50% Discount on all purchases at your “events”
- Quarterly Preferred Customer Gift with purchase - FREE
- “Sneak Preview” of all new Mary Kay Products & Colors
- $50 Preferred Hostess Gift Certificate to be used towards any Mary Kay products when 4 “Events” have been held!
- Two “new” guests @ each event = BONUS GIFT!!

Guests attending Events must be at least 18 years of age.
You may invite the same guests and / or new guests to your Events.
3 Guests = 30% discount, 4 Guests = 40% discount, 5 Guests = 50% discount
COPY THE PREFERRED HOSTESS PROGRAM CARD ON COLORED CARD STOCK, CUT IN HALF TO MAKE TWO COPIES.

Suggested Dialogue for "enrolling" your hostess in the PREFERRED HOSTESS PROGRAM:
As you are setting up for her class, you can say, "__________, could you get excited about being able to save 30% to 50% on your Mary Kay product purchases? (smile) I thought that might interest you. Well let me tell you how you can qualify for great savings and incentives by becoming a PREFERRED HOSTESS. Because you are already hosting a class today you are automatically eligible to enroll in our 'PREFERRED HOSTESS PROGRAM". Let me show you how it works (show her the PREFERRED HOSTESS card). ________, since you are hosting a class today, (write in today's date next to the "event" on the card). You would only need to schedule 3 more Events to be held within a year to receive the following: (romance the incentives listed on the card). I would love to have you take advantage of these great values! Is there any reason why we can't go ahead and get you enrolled in the PREFERRED HOSTESS PROGRAM today"...........GREAT! Let's see now, today is ______, is this day of the week usually good for you? Ok, let's go ahead and schedule your following 3 Events.....___________, I realize we are booking several weeks in advance so as we get closer to the dates, we can reschedule if there happens to be a conflict in your schedule. Let me also mention, you don't have to stretch it out for a year to take advantage of all these great incentives. As soon as you have held your 4th Event, you will receive your $50 gift certificate and I will still continue to call you with information on new products, as well as make sure you get your 4 preferred customers gifts, absolutely free."

WRITE THE DATES ON HER PREFERRED HOSTESS CARD AND PUT ON HER REFRIGERATOR WITH YOUR BUSINESS CARD BEFORE YOU LEAVE. (Note: you can buy the adhesive magnets which adhere to your business card. Available at office supply stores.) In her presence, put the dates in your date book and number them. Reminder: With the exception of the Holiday Gift Show...This program takes the place of Hostess Credit & Hostess Gifts.

Remember, it is fine for the same guests to come back. Imagine what great customers they will be when they are introduced to the other products through different events. They will become preferred customers (and hostesses) and you will build strong customer loyalty. It has been my experience that you won't have all 3 return...Remember to always coach your hostess to invite at least 6 to insure 3 in attendance to meet the requirements of the PREFERRED HOSTESS PROGRAM.

Mention that she will receive a BONUS GIFT if she has 2 NEW guests at her event (over 18 and non-Mary Kay users). Note: This can be any gift you choose.

NOTE: When coaching her for the Holiday Gift Show be sure to let her know she can invite as many guests as she can think of. Give her the Hostess Brochure and tell her she can earn Hostess Points in addition to her PREFERRED HOSTESS incentives & discount. Remind her that she will be able to do all of her Christmas Shopping at 30% to 50% savings!

Your Cost for the PREFERRED HOSTESS PROGRAM: 4 x $4.00 (Preferred Customer Gift With Purchase) is $16. Your cost on $50 Gift Certificate = $25. Your total investment per PREFERRED HOSTESS is: $41.00 for 4 EVENTS .... you will more than recover this investment on sales alone.
FOR SOMEONE YOU KNOW: “Hi, ______, this is ______, with Mary Kay Cosmetics. Do you have a minute, I have something fun I would love to share with you. I’m attending an Advanced Training program in my Mary Kay Business this week. One of my assignments requires that I do ___ Complimentary Facials this month, and have each person who receives a free Facial complete give me their opinions of our products. My Director asked me to select women who really care about the way they look to participate and, of course, I immediately thought of you! ______, I would love to treat you to a Complimentary Facial & Glamour Makeover, if you would be willing to give us your opinion about our Skin Care line and how it compares with what you are already using.”

This script would also work for SOMEONE YOU HAVE JUST MET…
“_____, I couldn’t help but notice what pretty skin you have (or, how well you wear your makeup, or anything else you notice about the way she looks that could lead into a booking invitation & ask her for her opinion on our Skin Care program)

FOR CURRENT CUSTOMERS: “Hi, ______, this is ______, with Mary Kay Cosmetics. Do you have just a minute? I have something fun I would love to share with you. I am currently involved in an Advanced Training Course, which will allow me to move into upper management in Mary Kay. ________, I am asking my Best Customers to help me complete one of the assignments, and I need your help. My Training Course requires that I give ____ Facials this month and to have the women receiving those Complimentary Facials complete a brief Marketing Survey. ______, if you would be willing to have an “Update Facial” and invite 3 friends to participate in receiving a Complimentary Facial, you, as the Hostess, would qualify for at least $25 worth of Mary Kay, your choice of product! The only requirements are that your guests are adults and not currently using our products and they too complete a short Marketing Survey. Couldn’t you get excited about receiving FREE Product and pampering yourself with your “Update Facial”? This would also give you the opportunity to learn about some of our newest Glamour Techniques!”

ANOTHER SCRIPT YOU CAN USE: “Hi, ______, this is ______, with Mary Kay Cosmetics. Do you have a minute, Mary Kay has asked us to contact our Customers who haven’t had a facial within the last 6 months and offer them a free “Check-up Facial”. We find that skin conditions change, especially during our dry, cold winter (or dry hot summer), our Clients needs some extra help with Skin Care Supplements. In addition, we have lonely new colors in our Glamour Line that I would enjoy sharing with you. Perhaps you’re ready for a “Lift” and a “New Look”! At any rate, Personal Service is My Goal, and I’d love to set up a convenient time for us to get together and pamper you with a Complimentary, No Obligation “Updated Facial”. Which is best for you, the beginning of the week or the end…?”
**FOR COLD CALLS:** “Hi, _______, this is _______, and we haven’t met yet, but I’m an Independent Beauty Consultant with Mary Kay Cosmetics and I have a Free Gift for you. Do you have just a minute so that I can give you the details? We are doing a consumer survey in this area and my Company will allow me to give you a Complimentary ski Care analysis, Facial & Glamour make over if you would be willing to give us your opinion of our Skin Care line and tell us how it compares with what you are already using.”

**FOR YOUR MODEL:** (As you are shopping, running errands, etc.) “Excuse me, I’d like to give you my card…” As you are handing her your card, look at her and say, “I just couldn’t help but notice what beautiful skin… hair… eyes… etc., (whatever you notice about her that impresses you). I’m in the beauty business and I’d love to ask you to be my model. I really need -----, (blonde, redhead, someone with green yes…whatever you need) for my portfolio. You’d make a great model, and by modeling for me you’ll receive a Complimentary Skin Care Analysis, Facial, and Glamour make over. You’ll also receive a Gift Certificate which can be used towards products in our Line…”

**ASKING FOR REFERRALS:** “_____ I need your help. My Director has asked me to put our product on 10 new faces this month and we asking women to participate in a Complimentary Facial and complete a brief Marketing Survey. We are interested in having these women compare Mary Kay Cosmetics with the products they are already using. _____, who do you know that really cares about the way they look, that might enjoy receiving a Free, NO Obligation Facial?” (Help her by asking about her friends, co-workers, neighbors, etc. After she has given you some names, ask her if she would like to have a Skin Care Class and earn Free product, or if she prefers you to simply contact them one on one and offer them a Free Facial.)

**WHEN YOU CALL THE REFERRAL:** “Hi___, this is _____, and we haven’t met yet, but a mutual friend,_____, suggested I call you. Do you have just a minute? __________, I’m with Mary Kay Cosmetics and _____ is a Client of mine. We are doing a consumer survey, and I asked _____ who she knew that really cared about the way they look and she immediately thought of you. _____, I would like to invite you to receive a Complimentary, No Obligation Facial that would include a Skin Care Analysis and Glamour make over… after the facial, we would simply like you to give us your opinion on how Mary Kay compares with what you’re already using. We would also ask you to complete a brief Marketing Survey. I would love to meet you and get your opinion of our Product Line… what is best for you, daytime or evening, first part of the week or the end of the week, etc… ‘REMEMBER THE IMPORTANCE OF TURNING A FACIAL INTO A CLASS!’ Always book her Facial, then ask her if she would like to know how to win, earn, etc., credit…. Then simply explain that by invited a few friends, she can qualify for (whatever prize you will offer).
WANT LEADS?  -Elizabeth Perdue

Gym/restaurant/daycare center promotions... (Call gyms between 1-3ish anyday and restaurants only on Mon/Tues between 2-4). Call and say, "Hi, my name is ____________, can I speak with the General Manager, (if calling a restuarant or gym), or Center or Site Director, (if calling a day care center). Then I say, "I'm ____________ a Mary Kay consultant and I was calling you today regarding a Customer Appreciation Day. What this entails is me bringing 2 dozen BEAUTIFUL, BIG roses, (really up emphasis on this! You don't have to use roses, but I get them for $15 from Costco for 2 dozen. You could use carnations - whatever. Really put some expression into your voice!!! You want to HELP their business!). to your day care center/ gym/ restuarant and greeting every women who walks in the door - I'll say to your customers, "Thank you for coming to Golds Gym! It's customer appreciation day!" Or "We appreciate moms so much . . ." - day care center, have a good workout - gym, enjoy your meal - restaurant on us!" I then say to the manager, "I've done this with other locations and customers continue to ask where the 'rose lady is and it is a HUGE success." (Feel free to put your own spin on that!). Then I book a date - gyms - Mon/Tues morning peak times or evening peak times, day care centers the date doesn't matter but around 5ish or a little before - 6ish, and restuarants Thurs/Fri/Sat evening! When the people come in, I give them the clip board with entry forms (you can get the little clip boards from Office Depot/Office Max/Staples) and say to the customer, "Thanks so much for coming to ____________, (name of business), ____________, (name of business), is having customer appreciation & wants to appreciate YOU today. You can sign up to win a $30 gift basket &/or $25 gift certificate." (Never ask Will you sign up! NO on the Yes or No questions!!!) First have them sign up and then give them the rose. If you give them the rose first, they usually walk off without getting the number, so show the rose and kind of pull it back. It will make her want to sign up even more! But, don't be too obvious/fla$h/fly about pulling it back! Make sure you make small talk when she's filling out the form...make it memorable when you talk to her! Genuinely compliment her, etc. Connect with her. When you call her, you want her to remember you - how classy you were and how much fun you were! Ok, next is to call all your "winners" (everyone is a winner!) that day and use the million dollar booking script under YOU MUST USE THAT SCRIPT FOR IT TO WORK! DON'T DEVIATE FROM THE SCRIPT!!! You will get around 10-20 names...some women will just take the rose and say no thank you - you will always get one of those.

Million Dollar Booking Script:
This can be used for facial boxes, fish bowls or restaurant leads:
"Hi, is ______ there? Do you remember filling out an entry form at ________? "(name of place where you got their name)? “I'm calling to let you know you where picked as one of our winners! Isn't that great?!!” (wait for their response). “Well, you have won a gift certificate to be used with an absolutely free Mary Kay makeover. Isn't that great? Have you ever had a Mary Kay makeover before?” (If no) “Great! Then let me explain what happens. I come right to you.”(or you can come to me & you don't have to clean house), "I'll have everything we need. It's fast, fun, free and there's absolutely no obligation.” (If yes and she has a consultant send her back if not continue) “Now the first time I have available on my books is ______________." Get her important information and directions. Coach her from the coaching script. “Now_____ you are welcome to have some friends join you. They also receive the free pampering session. but there is one catch, you can only have up to 5 friends join you. You can earn more free product, (share your options for her), Is there any reason why you wouldn't want to share your pampering session?” Confirm the date with her. Tell her you will call. “This way I can ask them the same questions about their skin so I can bring everything they need.” Give your name and send a reminder card. Call a couple of times to hostess coach and to get the info about her friends that are joining her.
Purchase a ½” notebook with a clear outside pocket. Put the picture of the Saab Convertible or current Sweepstakes (back cover of the current Applause magazine) in the outside pocket. Inside in page protectors or pages from the Organizer put TW samples and color cosmetic samples or Look Cards. Put your business cards and a pen on the inside pocket of cover of the notebook, Look Books in the back pocket of notebook.

As you are out shopping, running errands, etc., look for sharp women who obviously care about their appearance and offer them your card. You may use the following dialogue to introduce yourself…

“Excuse me, I don’t mean to intrude, but do you by any chance wear Mary Kay. (If she says no…) The reason I am asking is because I am a Mary Kay Beauty Consultant and part of my job is to give 5 great looking women my card each day (have your card in your hand). Would you like my card with or without a sample? If she wants a sample, ask her if she would like skin care or a color cosmetic sample. “I’d love to get your opinion, may I give you a call in a couple of days?” (get her name and number).

Part 2: AFTER YOU GET HER NAME AND NUMBER….”By the way, I am also able to offer you a $10 gift certificate if you want to go ahead and schedule a time to receive a free facial and give us your opinion of our skin care line. And…you will also get your name in a drawing and could win this fabulous Saab Convertible (show her the picture which you can display in the outside pocket of a ½ inch 3 ring notebook). I’d love to schedule a mutually convenient time for us to get together…open your date book…and schedule her!

Note: If the time or place does not allow you to move to the scheduling part of the above dialogue, (i.e., she’s checking you out at a store, there is a line, etc.) simply use Part 2 when you call her back.

You can also modify the above dialogue to invite her to be your “model”. Show her the Look brochure and ask her which look she prefers.

In keeping with the “GOLDEN RULE”, if she says she is wearing Mary Kay say, “Great! Who is your consultant, maybe I know her”. “Well you certainly are a walking advertisement for our products, thank you for using Mary Kay, and be sure to tell your consultant you want to be entered in our Sweepstakes…point to car picture”. If she indicates she doesn’t currently have a consultant servicing her (person moved away, go out of business, etc.) you may certainly follow up.
Why Doesn't She Answer Her Phone?

You're out on your daily errands and you get the name and phone number of a sharp woman you offered a Mary Kay facial to. Yeah!! Hopefully, you're doing this each time you're out and about -- it's how we infuse our business with new and exciting women that we wouldn't otherwise have had the chance to know!

BUT......
You phone her that night, no answer. You try her again the next day, no answer again. This time, if you're smart, you leave a cheerful message with your name, where you met her, and the fact that you're calling her like you promised you would to set up a good time to get together with her for her complimentary Mary Kay pampering appointment. She doesn't call you back (many won't). So, you start her phone number into the cycle of people you can't get a hold of and try her number every time you sit down to do Mary Kay phone work. Two weeks goes by (or two months maybe!) and you've dialed her number 25 times -- morning, afternoon, night and weekends. Never any answer.

Now, most likely you're wondering, "Does she screen all her calls through caller I.D. and she's thinking I'm a maniac for calling her 25 times? Is it possible that in fact she's just rarely home, and I've just had bad luck trying to reach her? Has she decided she doesn't want a facial after all, so I should throw away her number -- or should I stick with it until I get a hold of her, because maybe she's destined to be an awesome customer or even a recruit?"

Any of the above could be true! So here's a great way to short-circuit this situation, reduce your time and frustration following up with no-answer warm-chatter leads.

After about 4 - 5 days, when you've tried reaching the prospect at several different times of the day and have left one message, leave another message and say the following:

"Hello, __________! This is ______________ with Mary Kay Cosmetics calling back -- I'm really disappointed that I haven't been able to reach you since we met last ________!

It occurred to me that perhaps you've changed your mind and would prefer not to get together for a complimentary Mary Kay pampering session -- if so, just give a quick call back to me and let me know it's not for you right now. That way I won't keep trying to phone you. However, I realize that most likely you're just super busy (which is the MAIN reason to schedule a rejuvenating facial and makeover with me!) and my previous calls have simply caught you away from the phone. In that case, just give me a quick call to let me know you still want to be pampered!

Again, my name is __________, and my phone number (which is also on the card I gave you) is ______________. ________, your ________ (cheerful attitude, happy smile, sharp-looking appearance, etc. -- whatever was the case) told me that you're someone I'd like to treat to the Mary Kay experience, so give me a quick call and hopefully we'll talk soon! By the way, I'll likely try you back until we connect! "

I have found that (assuming you select warm, courteous women to warm-chatter!) most women will respond to this. The ones that are blowing you off will be reminded that you're a real person (not a computerized calling machine!) and will (now that you've given permission) let you know if they'd prefer to forget it for now. But my most frequent experience is that they will call, apologize for being so hard to reach (usually, they get MY message service!) and tell me to persist in calling back! I've had several that have taken up to 3 months to actually talk to without the machines in the middle -- but they had called to at least let me know they still were interested in the facial. And, they were ultimately HUGE selling appointments and are now a happy part of my customer base.