

PERFECT START BOOKING SCRIPT

Read this and say out loud over and over until it sounds natural to you.

Then call your contacts and book your power start! You can do it! 😊

“Hi _____, this is _____! Do you have a quick minute? Great! The reason I’m calling is I just started my own business teaching skin care and glamour with Mary Kay and I could really use your help! My Director has challenged me, as a part of my training to do 15 facials in the in the next two weeks. Would you let me borrow your face and invite a few friends that would let me borrow theirs too? And of course there’s no obligation to buy a thing! (wait for response – refer to overcoming objections if need be)

Great, let’s pick a date that’s good for you. I’m booking appointments for this week and next, which is better for you? Ok, weekday or weekend? Morning or afternoon? Ok, I have _____ and _____, which works best for you? (pause) Awesome, I have you down for _____.

Now, for helping me out I want to treat you to a shopping spree in FREE products! YOU get to choose from anti-aging skin care or mineral make-up...it’s totally up to you! I’m going to send you a packet that explains everything. The facial is way more fun when you share it with friends and I can do up to 6 at a time and I’ll help you with all that. Who do you think you might invite? (Help brainstorm – family, friends, school, work, church, neighbors, facebook)
Great!

Let me share some advice when inviting friends. There will *never* be a date everyone can do it...it’s just not possible with everyone’s schedules these days. So, what I have found is if you’ll just send me their names, numbers or emails I can send out an invite. Typically 1/2 to 1/3 can usually come so definitely want to over invite. AND I’ll give you a FREE eye shadow of your choice when you get the guest list to me within 24-48hrs!!! How does that sound?
Cool!

Well thank you so much for helping me. I can’t wait to get together with you! I promise everyone is going to LOVE the facial! I’ll follow up with you in a couple of days to make sure I have your guest list and I’ll get a packet to you asap! Oh, and one last thing...heaven forbid something happens will you call me if at all possible 48 hrs in advance for any rescheduling?
Great! Talk to you soon!

** Once you get off the phone with her send a quick email thanking her and reminding her you’ll give her a call in a couple of days to get guest list. Either include the Party Packet in email, mail or deliver it asap!*