

# Crystal's BEST Booking Scripts EVER!

## REFERRALS VOICEMAIL:

Hi Alicia This is Crystal with Mary Kay! I had a facial with you girlfriend Susie on Saturday and she gifted you a facial session. So I was calling to book your appointment. Please give me a call back as soon as possible at 000-000-0000

## TEXT:

Hi Alisha!! This is Rachel, you don't know me but I met a girlfriend of yours Friday at a Mary Kay facial and she entered you in for a free pampering session and gift card! CONGRATS! You are one of our winners! Please confirm that I have the right person so I can get you the details

## REFERRALS - LIVE CALL:

"Hi is this Sarah? Hi Sarah this is Crystal with Mary Kay! I had a facial with your friend (name) and she gifted you a facial and gift certificate! So I was calling to get your appointment scheduled (slight pause) Have you ever had a microderm facial before? (See Segway dialogue)

Who gave me this? (share name or if anonymous...)  
"I get so many referrals I honestly can't keep track"

## LIVE

**RAFFLE WINNER:** "Hi Crystal, this is Lesley with Mary Kay, we met at (ESTABLISHMENT NAME) and you are actually one of our winners for the pampering session! Congratulations! **Have you ever had a Mary Kay microderm & vitamin facial before? See Segway**

## TEXT MESSAGE for raffle:

Hi \_\_\_\_\_, this is Crystal with MK Cosmetics! You entered the raffle at (ESTABLISHMENT NAME) You have been chosen as one of our big winners , CONGRATULATIONS! :) please confirm I have the right number and I will call you with details! Congratulations :)

Hi, Yes this is me Crystal!!! What did I win...Im at work can you txt me the details?

Yay!! Congratulations!! I can call you in the next couple hours, hope you can answer. Its too much information to txt 😊

## BEST NEW COSULTANT BOOKING DIALOGUE

I am really excited... I started teaching skin care and mineral makeup with Mary Kay. As part of my training I get to treat 15 women to a microdermabrasion facial in the next 15 days... SE SEGWAY  
Have you ever had a microderm facial before?

## Fish bowl script

FYI one of my girls just put out 25 fish bowls in a matter of a couple hours this is what she says : Walk in with it and say, "is it alright if I leave this here for your customers to enter to win a free facial? How simple is that?!"

Voicemail:

Hi Sarah this is crystal With Mary Kay I'm calling because your one of our monthly winner from \_\_\_\_\_ for the free microdermabrasion facial. Please give me a call back in the next 48 hours so I can get you booked for your appointment!

Fish bowl

Hi Sarah this is crystal I just left you a voicemail about being on of our monthly winners from \_\_\_\_\_ Please confirm I have the right number and I will call with details. 😊

## **>> CONTACTING OLD LEADS or FRIENDS WHO YOU'VE ATTEMPTED TO FACIAL BUT NEVER WERE ABLE TO SECURE AN APPOINTMENT:**

Hi Michelle! Its \_\_\_\_\_. How are you?! I know we've chatted a bit before, about MK but weren't able to find a time to get together. So I wanted to reach out to you about my Cancer awareness campaign! I'm hosting free facial nights at my studio this week. My goal is to facial 100 women this month, and for every face I see, I'm donating a dollar to the MK Ash Foundation. I would love to have you as one of my faces. What time would work best for you: morning, afternoon or evening?



## **Crystal's Segway & Verbiage for Every Booking!!!!**

### **Have you ever had a microdermabrasion facial?**

If they  
Answer  
YES

Awesome, then you know how amazing and how expensive they are!  
(smile while you say it)

If they  
Answer  
NO

Well oooooh my gosh... since you haven't had one done before it is an amazing anti aging treatment, and great for preventing acne breakouts.

They typically about \$100 a treatment going into a actual salon, but with this the best part about it is it's free!!! It's free for you, and you can invite 3 girlfriends to join you! This is set up a little differently instead of going to a spa or a salon

Pick 1  
sentence

1. We are a mobile service where we come to you at no charge
2. We host our facials at our studio in (give town)
3. We host our facials at a local hotel in (give town)

Instructional  
Facial  
Explanation

So when you and your girlfriends arrive you are together the whole time so no one goes into individual treatment rooms, this is designed for a fun facial party. These are **instructional facials** so the benefit is you don't have to worry about a stranger touching your face....with my instruction you apply the product yourself where you get to control the pressure and the out come of the treatment which is fantastic especially if anyone has sensitive skin it's great for them too! Not only do you get to do the microdermabrasion you also get to try the vit c treatment, a two step lip softening treatment, and everyone will be costumed matched with foundation! You as the winner (bride) (referral from Susie) also gets a \$20 gift certificate to use towards any one of our product sets. There is no obligation to purchase anything so you can hang on to that gift certificate for next time if you want. Your appointment will be about 90 minutes long.

(Two options in booking the appointment one is typically for a in home appointment or 2 for a event with a preplanned date.)

How to book  
appointment  
before they say  
"let me check  
with my  
friends & get  
back with you"

option 1

Now I know you don't know your friends schedule so lets coordinate a time **FIRST** for you & I, then you can check with them & get back to me and confirm within 24 hours your confirmed guest list. For your appointment would you prefer something during the week or a weekend? Go straight into booking them for a specific day and time. (See coaching the hostess)

Option 2

we are hosting our winners on feb 8th so all I need to do is book you for your appointment would you prefer a morning afternoon or evening appointment? (Book them) We book 1 to 4 appointments per time so all I need to get from you by Monday (require guest list within 24-48 hrs) is your guest list the first names and numbers for the girls that will be coming with you. Can you get that for me by Monday? Perfect do you text?

Awesome I will text you your appointment and then you can text back that number with your guest. Once your guest list is received I will send you a confirmation with the Studio address and directions. Sound good, any questions? Perfect look forward to meeting you Saturday!

Right after hanging up the phone a text:

Hi Susie we have you scheduled for you facial party this Saturday the 8<sup>th</sup> at 1:30. Please send me you confirmed guest list by Wednesday. Again CONGRATULATIONS!

## **COACHING: What to say immediately after you set a date & time...**

Hostess Program for in home parties

perk,

**As a thank you for hosting the facial party at your house you will get a FREE product gift from me, You will also get 1 item at ½ off for each guest that attends. So if you have 4 girlfriends there...you get 4 items at ½ off. THEN, as a IF...IF there are any sales I will give you 10% of class sales.....**

Help with Dialogue

### **CAN I SHARE A TIP TO GET YOUR FRIENDS EXCITED TO COME?**

**I find if you just mention it to people or invite them to come to marykay party...you don't get quite the response as if you INVITE FRIENDS TO A GIRLS NIGHT OUT & SHARE YOU ARE HAVING A FRIEND COME TO TREAT EVERYONE TO A FREE MARY KAY MICRODERM FACIAL VALUED AT \$100 FOR FREE. Doesn't that sound like a much better invite?"**

Get the Guest list Within 48 hrs

**When they respond they are excited to come please let them know that I will touch base with them a day or two before the appt to ask them about their skin type because I will need to know if they have any skin conditions or allergies. So the only thing I will need from you by Wednesday (48 hours from day I am booking) is your guest list, the name and number of those joining you. You can just text that to me to make it easier. Sound good, do you have any questions?**

Hi (name), I have you scheduled for microderm facials (date). Your skin is going to feel pampered & refreshed! Excited to help you maximize FREE product!! You get 1 item @ 50% off for each guest. Please send me your guest list in by, (date) ☺ YAY!

Heres what you can say to invite your guests: Hi! I'm having a girls night on (date). My friend is coming to treat us to microderm facials valued at \$100 FREE. I only have room for 5...Id love you to come. Let me know ASAP if you are available join the fun?

**COACHING Continued:**  
**DAY GUEST LIST IS DUE:**

**TEXT TO SEND**

Hi (name), Friendly reminder to send me your confirmed guest list for your facial party. Do you have that for me? ☺

**If No Guest List or Response.....**

The next morning I CALL & LEAVE VOICEMAIL:

**“hi (name), I wanted to touch base because I wasn’t sure if no response meant that you were not going to have any guests join us or if you just got sidetracked & forgot to respond....it happens sometimes....if your listening to this message & think “oh my gosh...I forgot...please don’t txt me & say everyones busy lets reschedule...LOL...just jump on the phone & rally a girlfriend or 2 & we will be set! If it helps to let them know they don’t have to buy anything...actually just by them coming it will help you earn free product. I promise everyone will be impressed with how amazing their skin feels....either way...I am looking forward to seeing you on (date)”**

**WHAT TO text WHEN THEY STOP RESPONDING:**  
**“PRE-PROFILE GUESTS”**  
**DECREASE GUEST NO-SHOWS at CLASSES**

**(Call guests coming to meeting or guests invited to attend hostesses class & ask these**

Hi! Wanted to check back because I wasn't sure if no response meant you weren't interested or just got sidetracked and forgot to respond...LOL...it happens. Please let me know ☺

**questions)**

Live phone conversations

Hi, (name), your friend (name) said you are coming to her appt on (date) I'm calling to ask a few quick questions about your skin... do you have a quick minute?

1. Have you ever had a MK microderm facial before? (go thru dialogue above so guest knows what to expect & value) ...No! Oh my goosshhh! At a day spa...
2. is your skin normal to dry or combination to oily?
3. Are you Allergic to any ingredients or foods that you know of?
4. Do you prefer makeup or bodycare for your free goodie bag?
5. Perfect! Crystal has about 2 more spots available at her appointment...is there anyone you would like to bring with you?

Hi Crystal! This is Lesley with MK. Your friend Sara shared you were coming to her appt weds @ 7pm. I need to ask you a few questions to customize your facial & prepare....when do you have time to chat for about 3 minutes?

**If a Guest says she Can not Attend the class:**

Thank You for letting me know!!! Crystal has gift certificates she can share with people who cant make it for a Free microderm & vitamin facial. Crystal gets credit & you get a gift card! The

facials about 45 min & your skin will feel amazing! I can squeeze you in for a separate facial in the next 2 weeks. Susie, would you prefer a weekend or weekday?

She responds during the week would be best

That's perfect! I am pretty flexible the week of 20<sup>th</sup>....I hold all my individual facials in my studio on Weds eve @7pm or Saturdays. I can do mobile appt as well where I can come to you? Which would you prefer?

### **Have you ever had a microderm facial before?**

Most Commonly asked question... WHEN IS THE BEST TIME TO MAKE BOOKING CALLS?  
ANSWER: When you make them. Do Not be a perfectionist procrastinator. I typically would make my 1<sup>st</sup> round of calls in the AM and my second round in the evening.

### **TEXTING IS FOR LAZY CONSULTANTS! NEVER FULLY BOOK OVER TEXT!! PICK UP THE PHONE!**

Right after a voicemail I will send a text.

Right after I make the booking OVER THE PHONE I send a immediate text with party date and time. IMMEDIATE.

If the task takes less then 2 minutes then do it NOW.

### **PHONE ETIQUETTE:**

- \* Professional voicemail
- \* Always answer phone with warm greeting stating your name
- \* DO NOT multitask while booking. They can hear the rustle of paper or dishes.
- \* Have a proper environment to make calls, keeping background noise to a minimum
- \* SMILE when answering the phone and talking
- \* Talk at a normal pace and tone. Don't go high pitch or hurry your voice
- \* Use the persons name during booking
- \* Answer your phone by second ring
- \* Stay concentrated on the caller and say phrases like yes, I see, I understand to let them know you are listening.
- \* Always be polite even if the person you are booking in rude to you.
- \* Always hang up the phone with a positive tone in your voice if you book them or not.
- \* Do not chew gum or eating while making calls
- \* DO ten jumping jacks before picking up the phone (boost your energy)
- \* Picking up the phone is you choosing success