

POWER START BOOKING SCRIPT

Read this and say it out loud over and over until it sounds natural to you. It's important to memorize these words...you don't want to be grasping for words when talking over the phone.

Only until you have the words truly memorized are they truly YOURS! Then call your contacts and book your power start! You can do it! 😊

"Hi _____, (potential customer's name) this is _____ (your name)! How are you? Did I catch you at a good time? Great! The reason I'm calling is I just became a Beauty Consultant with Mary Kay teaching skin care and glamour and I'm so excited to share with my friends! As a part of my training, my director has challenged me to do 30 facials in the in the next 30 days. Would you let me borrow your face and invite a few friends that would enjoy some complimentary facials? (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 would you prefer? Ok, would the end of the week or the beginning work better for you? Morning, afternoon or evening? Ok, I have _____ and _____, which works better for you? (pause) Ok, I have you down for _____ (repeat the date, time & location).

Now, _____ (hostess's name) for helping me out I want to reward you to a FREE shopping spree! 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 & emails I can send out an invite. Typically 1/2 to 1/3 can usually come so definitely over invite. I'm sure you've got a lot going on so I'm happy to send the invitation on your behalf. AND I'll give you a FREE _____ when you get the guest list to me within 24-48hrs! How does that sound? Great! When would be a good time for me to reach you in the next couple of days so we can go over that? Ok, I'll call you then!

Well thank you so much for helping me. I promise everyone is going to LOVE the facial! Oh, and one last thing...heaven forbid something happens will you call me at least one week in advance for any rescheduling? Great! Talk to you soon!

** Once you get off the phone, send a quick email or text 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! Keep in mind; it's not an official party until you have the guest list & invitations have been sent out!*