



Speak 2: Script 1 Contacting Referrals

A. Book to have her own individual facial

Hi! Can I speak with _____, please? My name is _____, and I am _____'s Mary Kay consultant. Do you have a quick minute? _____, I am calling because _____ and I just got together recently to find her a great new look for spring, and she gave me your name and number. On her behalf, I'd like to offer you a \$10 gift certificate and a complimentary facial. Does that sound like something you would enjoy?

B. Book to come to a skin care class

Hi! Can I speak with _____, please? Hi, _____. My name is _____ and I am _____'s Mary Kay consultant. Do you have a minute? I am calling because _____ was at a skin care class that I taught recently, and she booked her follow-up facial for next week. We would love to have you join us for a night of pampering and girlfriend time, and as a gift of friendship from her, I'd also love to offer you a \$10 gift certificate that's redeemable at the appointment. How does _____ at 7:00 look for you?

If she can't get together at that time....

Oh bummer! Would you have an hour another time that we could get together so you could redeem your \$10 in free product? Great!

C. Or....another option for calling referrals

Hello, _____, this is (your name) and you probably don't know me, but I actually got together with _____ recently and we customized a skin care program for her, and even did a new eye look last time we met. I am her beauty consultant with Mary Kay and I've really enjoyed getting to know her. Now how is it that you know _____? (Add in some dialogue here...connecting w/her somehow) Well, _____ thought you would enjoy a pampering session with me like she had, and I'm also putting together a glamour portfolio of before and after pictures and would just love to feature you in that. Let me tell you a little about what that means.

It takes only about an hour. You can come to me, or I can come to you, and we just cleanse your face, take a before picture, do your makeup, then take an after picture. It's really painless and fun! Do you think I could borrow your face for about an hour?



Speak 2: Script 2 Texting Referrals

Gift of Friendship Referral...

Hey Krista! I got ur name from Megan Dralle. We got 2gether 2 play in sum makeup the other day. I am her MK consult & she tht u wld make a gr8 model 4 my portfolio. Id luv 2 borrow ur face. :) It's painless I promise & u will get sum free product 4 hlping out & so will Megan. R up up 4 it? Kristi

Another option...

Hey Girl! I'm a friend of the awesome Sarah Smith & I need a favor. She said u were gr8 & might help me out! (Your Name)

I'm in a contest w/ Mary Kay 2 do 30 free makeovers n May & wanted 2 give u a FREE GIFT if u will do 1 w/me. Could you ever find an hour that I could borrow your face?

Later text: Do u already have a Mary Kay consultant?