

Scripts for ALL different situations...

From the BEST in the business! by Cindy Mac

I've compiled a document with some of the BEST most effective scripts that have been used by real consultants and directors with great response! Although results may vary of course...these have been tweaked, tested and refined to get the best results. You can always make slight adjustments to fit your situation or personality, but know that certain wording, timing and offers are key to the success of a script.

Scripts are designed to help you chose words that will communicate your message without coming across pushy or self serving. We want our clients and prospects to feel respected and appreciated, so be cognizant of your timing, length of text and conversation. You have 8 seconds to get her attention! Short and sweet, what's in it for her and/or what's your cause or goal she can be a part of, etc...

You will find:

- Booking Power Start
- Booking warm chat leads
- Booking referrals
- Booking marketing chats
- Booking brides
- Booking customer follow ups
- Customer service sales and specials
- Booking old leads
- Facebook booking
- Coaching guests
- Booking guests for events

More to come...I will update as I get more for other situations...

BOOKING SCRIPTS:

Power Start Booking:

"Hello Suzi- this is Cindy-I am so excited about something, do you have a minute? Great! I have just started my own business with Mary Kay! I am loving the skin care and wanted to share it with my friends. As part of my training-I need to get the opinion of our products from 30 women this month and I thought of you immediately! It would only take about 20 to 60 minutes depending on you. (in an expectant voice ☺ say...) Now, which do you think would be better for you weekend or week days? Great- Mon or Wed? (give them a choice depending on their answer) Great! If you want to have a few friends join you, it might be more fun- it's always a great excuse to get the girls together! Who do you think you would invite? WONDERFUL! I can do up to 6 at a time. I will call you on _____ for the info of who's coming or you can e-mail it to me! Thank you so much Suzi- Thank you so much for being supportive!!! It means a lot to me! You are really going to love the pamper time and I'll have a special gift for you too! Great- we'll catch up on _____. Bye!!

Warm chat or leads booking:

"Hello Suzi, this is Cindy I met you at Target yesterday, how are you? Great! Do you have a quick second? Listen I am so excited about the new products that just came out and I am putting together a test panel to get the opinion of 30 women this month- I thought of you right away because you are such a busy woman and our products are geared towards women like you! Now it will only take about 20-60 minutes depending on you- what's usually good for you during the week or weekends? (learn-overcoming objections for this part ☺) Great- morn or afternoon (choices!!) Great! If you want to have a few friends join you, it might be more fun- it's always a great excuse to get the girls together! (response??) Great! I'll call you on _____ for the info of who's coming or you can e-mail it to me! Thank you so much Suzi- You are really going to love the pamper time and I'll have a special gift for you too! Great- we'll catch up on _____. Bye!

An Old Warm chat or vendor show lead:

SMILE THE WHOLE TIME YOU SAY THIS!

Hi ____! This is ____ with Mary Kay Cosmetics. Do you have a quick minute? I am not sure you even remember me, we met several months ago. (pause) Wow – good memory or that’s ok – it’s been a while. Well the reason I am calling is that my company has challenged me to PARTY WITH A PURPOSE and my purpose is to raise money to fight domestic violence. So here’s what I am doing. For every woman who has a make-over with me I AM MAKING A DONATION TO THE MARY KAY FOUNDATION. You get a \$15 gift card for helping me out. (This next part is key) YOU SEEMED LIKE SUCH A NICE PERSON WHEN WE MET – I THOUGHT YOU MIGHT HELP ME OUT!

After we booked – I asked them to invite some friends so I could make a bigger donation. I am giving each guest \$10 in free products too – no hostess credit at this one! I will give her a nice gift and tell them about how they can get hostess credit at their 2nd appointment!

BOOKING REFERRALS:

Script to text referrals:

Hi Nikki! I'm friends with Jessica C and my name is Laura. Jessica said you were really nice and might help me out. I'm in a challenge with Mary Kay to do 100 free pamperings by march 31. I will give you \$20 in free product just for meeting with me! Do you already have a Mary Kay consultant and if not can I borrow you for this?! I'm not pushy and it is tons of fun!!!

A tweak of the above text script:

Hi Sherri. I'm Lisa and I know Alyssa M. She said you were really nice 😊 and might enjoy a fun, free makeover session like she had with me. She was able to select a few friends to receive this treat and she picked you! You'll get \$10 in free product with no other obligation. Do you already have a Mary Kay consultant and if not can we chat soon?

Follow up script if didn't reply:

Hey Gina, this is Randal's friend Laura :) I texted you a couple days ago b/c Randal told me how nice you are & that you might like to help me reach my goal of 30 mary kay facials/makeovers this month! I would love to give you a \$20 gift card for helping me out. Are you usually free on weekdays or weekends?

Another script that works to call/text referrals:

"Hi, _____? This is Kim with Mary Kay, we have a mutual friend in _____. I got together with _____ for a time of pampering a few days ago and she enjoyed herself so much that she wanted to gift you with a complimentary pampering session and a \$15 gift certificate! I was calling to check your availability for the next two weeks so you can redeem your gift from _____.

Script for old referrals and leads by QUEEN of Sharing- Roya Mattis:

Hi is _____ available? Hi _____ this is Roya, you don't know me but I just came across a Gift of Friendship from Suzi and because of Suzi, you have FREE money TO SPEND! Do you have a quick minute? Great! I feel badly because it's been a long while but I just came across your gift certificate and I didn't want you to miss out on your FREE money. Because of Suzi, you have FREE MONEY along with a healthy skin care pampering for you and up to 5 of your favorite friends by a professional consultant with Mary Kay and that's me! So, I guess I'm calling to see when would be best to pamper you to figure out how to spend your free money! Is this week good for you or is next week more doable? (Pause)

(Tip: – NOT TO BE SAID!!!)

I've found that people try to come up with a date rather than say which week they are available. So if they hesitate, I tell them exactly how I work my business. It sounds really professional and puts me in the driver seat. It also provides options and gives the impression that I'm really busy! Read below.]

I usually work my business on Thursday or Friday nights and weekends. Right now I have an appointment available on _____ at _____p.m. or a.m.

Great! You know how we women like to go to the bathroom together (giggle). Well I know we don't know each other so would you like your appointment to be just the 2 of us or would you like to bring a couple of friends? Wonderful.

FACEBOOK POST:

(this first paragraph is if you are re-posting after first deadline...its good to post a few times at different times of the day)

HEY LADIES - good morning, OK so the 11/15 deadline has passed, and I am extending until the end of the month! Who would like some pampering before Christmas? Thanks to those that have already connected with me!!!

I am building a professional women's portfolio and I am looking for women in the following categories who represent their industry well and would be willing to do before/after photos during a complimentary pampering session with me. If you refer someone and they agree then you both earn a freebie from me! Looking for ladies who don't already have a consultant. Once I complete this portfolio one lucky lady will win a \$50 Visa Gift Card from me! I need to have this done by 11/15...can you help me?

1. Waitress
2. Nurse (would love 5-10 in this portfolio)
3. Elementary Teacher
4. Bank Teller
5. Pharmacy Tech
6. Massage Therapist
7. Publication Editor
8. Daycare provider
9. High School Teacher
10. Florist
11. Dance Instructor
12. School Principal
13. Veterinary Technician
14. Legal Assistant
15. Movie Theatre Associate
16. Nail Tech
17. Restaurant Manager
18. Optometrist
19. Barista
20. Doctor
21. College Student
22. Secretary

23. Car Sales Associate
24. Interior Designer
25. Life Insurance Representative
26. Retail Associate
27. Various Direct Sales Consultants
28. Photographer
29. Wedding and/or Events Planner
30. Personal Trainer
31. Community Volunteer
32. Travel agent
33. Social Worker
34. Nanny
35. Computer Tech
36. Cosmetologist
37. Counselor
38. Seamstress
39. Attorney
40. Stay at Home Mom (I want a lot of these bc you ladies rock)
41. Bartender
42. Realtor
43. Food Manager
44. Human Resources Director
45. Director of Finances

Comment here, message or call/text me. Thank you for your help!!!

Inviting Guests to Makeover events:

Hi Stacy, This is Cindy your Mary Kay consultant! Do you have a quick minute? Great! I had to call you because I am so excited about this new EXTREME makeover book we are doing and I would love for you to be a part of it! I don't know how extreme it's going to be because you look great already- BUT it is SO MUCH FUN! Now there are a few options, the nights we do this at our studio are Tuesdays- is this Tues or next better for you? (If yes) Great! I have 2 spots left!!! I will send you a postcard with the directions.(if no- give her options to book or bring her to another meeting night).

Now of course I always have to know what everyone's wearing when I go somewhere, so let me tell you, most of the women will be dressed professionally and you will probably want to wear something you feel great in so we have a great "after" look! How's that sound? I am so excited Stacy- you will feel so pampered and special!!

Text Invite to an event:

Michele! We are having a Fall Fiesta, Client appreciation event by invitation only coming up...Its a night of makeovers, giveaways, massages, food and FUN! Would love for you to be my special guest!

Next Thursday 6:30pm-You game? You can even bring a friend!

If yes or no response...text the invite jpeg

CUSTOMER SERVICE and SPECIALS:

Text Script for pre-sale

We have a new product!!!!

Timewise repair deep wrinkle filler!! Isn't out yet til the middle of the month, it gets rid of DEEP lines!!!

100% results!!!! (Nothing has ever had that)!!!!

Already has the Good Housekeeping Seal- prior to being sold, it's that good ;)

I will have it in stock in a week!!!!

I'm pre-selling them so I can offer it at a discount price!

1 for \$38, (regular \$45)

Or Buy 1 get 1 half price!!!

\$22.50 savings!!!!

It gives instant results!!!

Sent from my iPhone

Script for following up w/ customers:

Hi, Suzi, this is Faith, your Mary Kay consultant. I am calling to check in and make sure you are loving all of your Mary Kay products. Did you receive the newest Look Book? Did you see pg ___? You will love the new _____! I thought it would be perfect timing for us to get together so that you can see all of the new products. We can either meet at the studio or I can come to you, which would you prefer? (book her and then have her invite a friend or a few)

Script for calling customers you haven't spoken to in a while...

Hi Suzi,

This is Cindy with Mary Kay do you have a quick minute? First, I wanted to apologize for not being a very good consultant and staying in touch better! Are you still using the products? (if yes- "which ones", if no- "may I ask why not?") Are you receiving the Look Book each quarter? Would you like to continue receiving it? Suzi, as my gift to you I would love to give you an updated facial with a \$15 gift card....maybe re-match your foundation, show you some new things...would the weekend work better for you or maybe during the week? Better yet, you could be one of my face models on our Tuesday/Thursday night makeover night!

This is of course assuming they answered positively...otherwise you thank them for their time and they can call you if anything changes...make sure they have your # if they are using another consultant- that could change...

Booking text script for existing customers:

Hi Susie! How are you? I just got my new Mary Kay fall products in and I need a few guinea pigs to give feedback on them so I can determine what to stock. Thought I'd ask you! Wanna be my guinea pig? Hugs, Mary Kathryn

MARKETING:

Booking marketing talk at an individual close:

Michele- it was so nice getting to know you tonight!! You are so much fun! (sincere compliment) Ya know, Im going through a leadership training and I need to get the opinion of our business opportunity from 10 women this month and I would really value yours! I know it may not be for you, but thats ok! Is there any reason why you wouldn't listen to a call and give your feedback to help me with my training?

Great! Here is the number and time to call (have a card or text it) I will call you on ____@____ to get your feedback!

MUST text a reminder 5 minutes before LIVE call or MUST give her ideas of WHEN and how to listen to if a recording..."just call while you are driving to work or doing the dishes!" They don't think of that and then say they haven't had time to listen...so don't assume! Gotta COACH her!

Text Booking a marketing call request:

Michele! Im so excited- I'm in the process of earning my FREE car with MK and for my qualifications I need help! Is there any reason why you couldn't help me by listening to a marketing call about the business and giving me your feedback? I will give you a free lipgloss or any product on our line for 1/2 price as a thank you! I need 10 callers by Friday!! You don't have to be interested, its just for my training!!

Follow up text...

Hi Michele! I know you are so busy! Just checking to see if you got my last text about helping me earn the FREE car? :) ahhhhh! can you believe it?

Booking interview with existing customers:

This is from Pam Garner Moore

Each month make a new list; even if it has the same names!!!

Hi Michele, do you have a quick minute?

Girl, this may be news to you, however I am moving into a top Leadership position in Mary Kay and I need to steal your brain. I know you are very busy, but let me tell you what I do and you can tell me if it is what you think. I want to steal you for 30 minutes. I will give you freebies to make it worth your time. I want to tell you who I am looking for and what that looks like. After hearing that information, you can give me your feedback. I am going to be real with you...I wouldn't ask you if you did not have qualities that might possibly make you good at doing what I do, but at the same time, YOU DO NOT HAVE TO HAVE AN INTEREST LEVEL! When I am able to share who I am looking for and what this is about with 30 people, I am going to be able to take that next step into Leadership.

I just need to borrow your brain and your warm body for 20-30 minutes. If you hear anything that surprises you or intrigues you, and you would like to hear more information, I am your girl, but if after you hear all the information and you feel Mary Kay is nothing that you see for yourself, I would so value anyone who pops into your mind either now or anytime.. I would really trust any recommendations you gave me.

I am setting up times for coffee and for after work. I have availability tomorrow or the next day! Which is better for you?

When we meet:

Thank you for meeting with me. Please go through my basket and find a gift for taking the time to meet with me.

This is what I am looking for: _____

This is what Mary Kay is about: _____

Are we pretending still or can we get real with each other?? (Lol)

What would you need to know if we only had 5 minutes??

FACEBOOK SCRIPTS:

Here is the script to private message your friends on FB to meet THEIR friends... NEVER post on their wall or your timeline to the masses! READ & PERSONALIZE it before you copy paste it ;)

First Private message on facebook NOT on her wall:

Hey Tracy! How are you?!? :) I actually have a quick question for you, could you text me when you have a second? Thanks! :) 201-555-3626

Text or send another private facebook message if she doesn't text you:

How is everything with you? I hope things are great :)
I'm working toward a really huge promotion in my business with Mary Kay (put goal here) and have been challenged to get the opinion of 50 new women in the next 30 days. Would it be okay with you if I message a few women on your FB page to offer them a complimentary facial to help me with my goal? Thanks either way :)

Here's what you send to her friends you choose when you get her permission:

Hi Amanda! You probably don't know me, but Brittany (Smith) suggested I message you!
I'm a consultant with Mary Kay and I'm really excited! My unit and I have a HUGE goal! We are earning our very first PINK CADILLAC! (or whatever your BIG goal is)
In order to reach our goal, I need to facial 50 new 'faces' in the next 30 days! Could I borrow your face for an hour? You'll receive a gift certificate for helping and I promise to give it back better than I found it :) Thanks!!

If you don't hear back from her...you may look on her wall if access and find a commonality...like you go to the same church, have another mutual friend, went to the same college?? then you can message again bringing that up!

Bride email:

Beautiful Bride,

Congratulations to you on your upcoming wedding!

I am an [List your current MK title] with Mary Kay in Lafayette, and I specialize in working with brides nation-wide. I am honored to work on an Executive Bridal Team in your area. From time to time, we do drawings of free product, makeover sessions & gift certificates to registered brides. Your name was recently drawn as one of our monthly Winners. (if they ask where you got their name...let them know they must have registered at an event or with one of our partners)

Congratulations! I am excited to visit with you! You can contact me at my office [list number]. If you catch my voicemail, please leave me a message and I will get back in touch with you as soon as my schedule allows.

If you are already working with an Independent Beauty Consultant with Mary Kay, please contact her directly and she will be more than happy to assist you with your Bridal needs.

** If we do not hear from you within one week, we will assume you are passing your package to another bride and we will do another drawing.

Thanks for your time and may you thoroughly enjoy this wonderful time in your life!

Sincerely,
[list your name & pertinent info]

Coaching a party:

Coaching text for a facial or party:

Hi Suzi! I have three quick questions for you to be better prepared for tomorrow :) 1. Is your skin more combo/oily or normal/dry? 2. What do you currently use to wash your face? 3. Is there any skin issue you would like to fix? Thanks!

You may ask your hostess to copy paste this to her guests if she's hesitant to give their numbers to you...