

Holiday Booking Script Using Our Hostess Program

(Use with past hostesses or people you know well)

A great holiday time script has 4 things:

- Overcome the "busy" objection before she speaks it – you say it first!
- A clear goal
- Simple explanation of how you can help with the goal
- A deadline for when the goal needs to be done
- Is there any reason why I couldn't.....or Could I borrow your face?

Phone Script

"Hi _____! How are you? Great! Hey listen, I don't want to take up too much of your time, but I do have a favor to ask. I know you're probably crazy busy in these next few weeks with the holidays, but I'm learning something new in my Mary Kay business that I'm SUPER-EXCITED about, and I really want to try it out with someone I know and trust. I'm looking for 5 hostess who would be willing to exchange 2 hours for \$200 of free product before Christmas. Would you be one of my 5?

Oh, that'd be great!! Now here's the deal, in order for you get all \$200 free, you have to follow all of my directions exactly! I asked you because I knew you would. They're very simple but I can't guarantee the \$200 if you don't follow the directions!

First, let's set up a date. Are week nights or weekends better for you? Great....Tuesday or Thursday. (Set up time and date).

Super! Now, the first thing I need you to do is email me a guest list of at least 25 names and addresses we can invite. Do you have addresses somewhere you can easily compile?

Great! I'm going to mail/drop off your hostess packet tomorrow. Can we talk on _____ after you've received the packet about a few more details? (Set up a time)

Texting Script

Start the conversation about something unrelated to MK and get a response, THEN use this script!

I'm SOOO excited – NEW hostess program! Need 5 ppl who hv 2 hrs and cld help me try it out! R u game 4 \$200 in free MK? (:

Gr8! U hv 2 b willing 2 do exactly as I say 2 max it out! Its awesome! 1st, let's pick a date. Wknd or wk nt best?

Ok – MOST important! I need a guest list. Cld u come up w/ 25 names + addresses 2 invite?

I'm mailing a pkt out 2day 4 u! Can we chk in on Friday 2 go thru it?

Checklist for Coaching Your Hostess

- Get a guest list of 25 names and addresses within 48 hours – ask these questions.
 - Could you come up with 25 people? (FRANK if not – friends, relatives, acquaintances, neighbors, kids' friends parents)
 - Do you have their addresses? (www.whitepages.com if not)
 - Could you email those to me by _____?
- Mail or drop off hostess packet
- Set up time to go through rest of packet after she receives it
- Check in 24 hours later to remind about guest list (good idea to also email her so she can just push reply with her list)
- After she has packet, go through outside orders (usually people who can't come – ask if they need a mascara when they RSVP) and her goal of getting 5 adults there!
- Book a date for her to be your guest at your weekly meeting.
- 1 week before class – check in on outside orders. She probably won't have any. Ask if anyone has RSVP'ed – do they need a mascara? Take book to work? Out of town family or friends who'd add to it?
- 1 day before – does she need extra chairs? Could she send a text to anyone who hasn't RSVP'ed? Who for sure is coming?