

Booking Script

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Use This Script to Book Your Perfect Start & Power Start!!

"Hi _____, this is _____! I'm so excited! Do you have a quick minute? Let me tell you why I'm calling; I've just opened my own business teaching skin care and glamour make-up artistry with Mary Kay Cosmetics out of Dallas, TX, and as a part of my training, I need to share the product with 25 sharp women to get their opinion on Mary Kay's new product line, and because my director stressed that we include the sharpest women we knew, I immediately thought of you because I knew I could count on you! I would sure appreciate having you in on my original training and you'll be pampered with a luxurious facial and skin supplement products, glamour samples, and satin hands! Is there any reason why we couldn't get together? Is daytime or evening better for you? Beginning of the week or end? I could see you on _____ at _____ or _____. Which would be better for you? Great! By the way _____, if you'd like to have a couple of your friends over to share the makeover, that would be great! It's a lot a fun in small groups and it would put me in a position to give you some free product or discounts as a special "thank you" for helping me finish my training faster! Who do you know that might like to join us? (pause). I want you to know there is no obligation to purchase anything; I will have some products with me, but my goal is to get your opinion of the product you try on.

I'll get back in touch with you to see who will join us so I can give each of them a quick call to find out a little bit about their skin type so I'm sure to bring the right products and samples with me! Would it be better for me to call you back tomorrow or _____? Great! I know we'll have a great time! I appreciate you and can't wait to give you some freebies! I'll call you on _____."

What do you offer?

- Offer the opportunity to get \$75 in product for only \$25 (costs you \$12.50)
- Offer her \$5 Free Product for each guest. Limit 5.
- Use the hostess brochure included in Showcase.