

# Warm Chatter Booking

WOWOW! You'll love me today! I always loved scripts as a consultant! I still do actually! And Cindy Machado took the time to download the computer of her brain for you! Cindy was my first recruit (she was 18, I was new to MK, and she asked me! ...she had been a student in the first English class I taught in Ft. Lauderdale when she was 14, me 22!)

IN December, **with a unit size of 65**, Cindy led her unit to **\$22,114 in wholesale** production with 32 of her unit members ordering...[50%!!], **selling over \$4000 retail personally** and tapping out the **9 qualified Unit Recruit** focus for the quarter! She has repeatedly been on the National Court of Sales, and so her scripting comes with ACTION and proven success that preceded this email!

I continue to stand in amazement when people 'want' success in MK, involve themselves in a thousand other activities, hobbies, volunteer work...give MK left over time, Never do a 90 day momentum blitz with a Power Goal out front and then decide to 'go back to a real job' because MK is not working. I challenge every reader to get FOCUS FOLDER FOCUSED.

- How many faces will you put MK on this month?
- How many tapes/guests/interviews will you hold this month (Marketing tapes at wts 800-218-7228).
- What is your move up goal?
- What is your STAR goal?
- What is your deadline to make this happen?
- What is your plan to get in front of people? Power START, 36 faces???
- And what will you SAY WHEN YOU CALL PEOPLE? This is where your Local Hostess contest, the \$10,000 Signature give-a-way and Before and After portfolio comes into play!

**Thank you Cindy** and to all readers, print, get on the phone, out the door, and get on that date book!!! How many Power Days are you committing to this month? How many are under your belt so far? You can do it!

-----Original Message-----

**From:** Cindy Machado

**Sent:** Tuesday, January 08, 2002 8:25 AM

**Subject:** Scripts for warm chatter and referrals

Here are the scripts to get names and then to follow up! YOU MUST CALL

THESE PEOPLE WITHIN 24 TO 48 HOURS!! If not you are old news!!!!!!!!!!!!

First is for the Before and After Model:

(at the end of small talk or a conversation with another mom or the bank teller)

"Ya know I am always looking for models for my before and after portfolio...I would love to have you be a model for me! (who me?... response..) I'm looking for someone with your hair color! (or eye color or whatever you think is great) I teach skin care and color with Mary Kay Inc. and this allows me to show different looks on all different skin color, hair color etc... It's a lot of fun and I'll have a gift for you for doing it". (If you have a portfolio already, pull it out and show it to her) (If she says ok or is somewhat positive- not resisting or saying absolutely no say...)  
"Why don't you just jot your info down here and we can try to make a time to get together...if it works great, if not I'll at least send you a little goodie package." I rarely get a no to that. Try to get their work #!! It's sooo much easier to get ahold of them and they are in more of a schedule mode.

Follow up: "Hi Susie, this is Cindy- I met you yesterday at Target, do you have a quick minute? Great! I am looking at my schedule for January and it is filling up! I really wanted to fit you! So I thought I'd call you and see what's good for you. (if you know she works say is weekday nights or weekends better for you? etc...) I have Sat at 3 or Sunday at 4 which is better for you." It is so much easier on them if you give them 2 choices. If neither work try again. It is quick and less overwhelming than them looking at the whole month! "Great! Now I am looking to fill my portfolio, so if you have a friend that would like to join you that would be fine. It's sometimes more fun with a friend. I can do 4 or 5 at a time, so if you have more than one friend-that's fine. In fact I'll give you free product for having 3 or more of you for my portfolio!!!" (you would do this appointment the same as a skin care class but with a camera- little color- you tell them the skin care is the secret to looking good in the picture!)

Script for referrals: Ask someone you know (PREFERABLY MEN) that knows a lot of people- especially professionals. Ask them if they know of any women that deserve a pamper session or that I could use for my portfolio. Tell them they don't have to be Cindy Crawford, they just have to have skin and want to take care of themselves. YOU GUYS- THIS IS AN INCREDIBLE WAY TO GET LEADS!!!!!!!!!!!!!! When you call them say.....

"Hello, my name is Cindy, and we have a mutual friend in Trent and he thought you would make a great model for my portfolio of makeovers. Do you have a quick minute? Great! I teach skin care and color with Mary Kay Inc. and I am putting together a portfolio of all different woman and when I asked Trent if he knew anyone he immediately thought of you. (she'll say

ah shucks- me? etc..) Yes you! All we would do is clean your face with the skin care, take a before picture then do a makeover and take an after picture! It's a lot of fun, I'll have a gift for you for doing it and you can even have a friend join you if you'd feel more comfortable!" Usually they are real flattered and open to it because of the mutual friend. Then proceed to book her the same as above!

I do often close repeating the date of the appointment to her and then saying..."I will have product with me that day, so if there is anything that you like you can get it, but you don't have to if you don't want to-ok?" I want to make sure she feels comfortable, but I also want to be open and upfront that I do sell this!!

Happy Prospecting!!!!!!! Cindy Mac

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**Below, I am sharing another affirming email from a great Director. I increased the size of the font from a sentence I wanted you to read! Don't delay! Take charge and Lead with Personal abundance and EXCELLENCE!**

Hi Pam

I just wanted to say thank you for taking the time to provide myself and other consultants and Directors with wonderful words of encouragement and training through email and voice tel. Your words really make a difference. I must admit my first 6 months as a director I thought I was going to lose my mind. I heard everything you, Angie, Gloria, and many other directors were telling me, however I never just fully accepted that your personally business directs your ship. To be totally honest I did not want to accept that as being true. Yet after 6 months of not reaching my personal goal your words are SCREAMING AT ME -- DO THE WORK YOURSELF. Thank you for being brutally honest, it helps even when it hurts. Love and take care.

Chrystal R. Martin  
Independent Sales Director  
Mary Kay Cosmetics