

BRAVE Area Booking Scripts

Who?	What?	When?	Where?	Why?	How?
<p>In-town friends, relatives, neighbors, former neighbors, church friends, former church friends, co-workers, former co-workers, fellow class mates, former class mates, family friends, wives of your husband's friends and co-workers, women you know through organizations or hobbies, recreation contacts, women you know through your kids' sporting activities, women at the gym, women where you do business (grocery store, boutiques/clothing stores, cleaners, dentist, doctor, mail center, hair stylist, nail technician, local restaurant, jeweler, coffee shop, car wash) and women you haven't talked to in years.</p>	<p>Call to offer a complimentary facial and ask for help with a challenge (new consultant Power Start, 30 faces in 30 days, Portfolio, hostess contest.</p>	<p>NOW! When you first start, as you build your business, as you move up the career ladder, when you set a really big goal, when you become a director...ALL THE TIME!</p>	<p>Build your list, with phone numbers, and make your calls any time you have a few minutes...at home, from the car, in the waiting room, in traffic, on break, at lunch, after you tuck the kids in, during nap time (the kids' not yours☺), after 9 a.m. and before 9 p.m.</p>	<p>Explain why you're calling, why you're asking for help and what's in it for them.</p>	<p>NEW CONSULTANTS (POWER START BOOKING SCRIPT):</p> <p>"Hi, _____, this is _____. I am SO excited! Do you have a quick minute (Pause)? Great! The reason I'm calling is I just started my own business with Mary Kay, and I could really use your help (Pause)! <u>My director has challenged me, as part of my training, to practice on 30 faces in 30 days. Can I borrow your face (Pause)? Great! I'm booking appointments for this week and next. Is a weekday or weekend better for you (Pause)? Morning, afternoon or evening (Pause)? I have ___ OR ___ available. Which would work best for you (Pause)? Great. OK. Now, it's totally up to you, but you can come to me, or I can come to you, which would you prefer (Pause)? One more thing, who do you know with skin that could join you, so I can reach my 30 face goal faster (Pause)? Great. I'll text/call you the day before with directions, and you can tell me your headcount at that point and time. In the meantime, I have you down for _____. Thank you SO much!"</u></p> <p>SEASONED CONSULTANTS:</p> <p>"Hi, _____, this is _____. I am so excited! Do you have a quick minute (Pause)? Great! The reason I'm calling is _____, and I could really use your help (Pause). My director has challenged me, as part of my training, to _____. Can I borrow your face (Pause)? Great! I'm booking appointments for this week and next. Is a weekday or weekend better for you (Pause)? Morning, afternoon or evening (Pause)? I have ___ OR ___ available. Which would work best for you (Pause)? Great. Now, who do you know that could join you, so I can reach my _____ goal faster (Pause)? Great. I'll text/call you the day before with directions, and you can tell me your headcount at that point and time. In the meantime, I have you down for _____. Thank you SO much!"</p>

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<p>Out-of-town friends, relatives, former neighbors, former church friends, former co-workers, former classmates, family friends, wives of your husband's former friends and co-workers, women you knew through organizations or hobbies, previous recreation contacts, women you knew through your kids' sporting activities, women you worked out with at the gym, women where you used to do business and women you haven't talked to in years.</p>	<p>Call to inform them of your business and/or your goal and to let them know how you can benefit them as their professional beauty consultant.</p> <p>Book out-of-town contacts for an Online Grand Opening, to attend a "Closer than You Think Skin Care Class" or to host their own Web shows.</p> <p>Contact out-of-town women to offer the opportunity.</p>	<p>Ditto.</p>	<p>Ditto.</p>	<p>Building your customer base and team anywhere in the U.S. is one of the greatest advantages of having no territories. Don't limit your business to your local area only. This increases your sales income and your team building commissions, helping you win your free car and/or move to the next level in your career.</p> <p>Also, it involves these women in your goals and achievements and gives them the opportunity to change their skin and their future.</p>	<p>"Hi, _____, this is _____. I am so excited! Do you have a quick minute? The reason I'm calling is (I just started my own business with Mary Kay, or I've set a really big goal in Mary Kay, or I've accepted a huge challenge from my director), and I am so excited because we don't have any territories! That means I can offer my personal services to the special women in my life like you, even when we're not in the same location. And right now, because (I just started my business, I just set a huge goal, I just accepted a huge challenge from my director), I could really use your help! Is there any reason why you couldn't (visit my Web site during my Online Grand Opening, attend my Closer than You Think Skin Care Class,* host a Web show to share our incredible products with the women you know, take 20 minutes to hear more about the Mary Kay career opportunity)?). I'll have (what's in it for her)."</p> <p>*For a Closer than You Think Skin Care Class, you might send a "Flight Pack" to each confirmed guest with a Beauty Book, Satin Hands Hand Cream sample, TimeWise sample and color card. Pre-profile each guest prior to the class, which you will conduct via conference call (ask your director about a free conference calling service). Include an "Itinerary" that has the call in number, access code and instructions for participating in the call, including a list of things they'll need in front of them (Flight Pack, washcloth, etc.)</p>

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<p>Facial box leads</p>	<p>Place a facial box in a business and allow women to enter to win a complimentary facial and free cosmetics (ask your director for easy, inexpensive ways to build facial boxes and what to say on the label)</p>	<p>Any time and all the time! Let your facial boxes be collecting leads while you're out doing other things.</p> <p>Check them every few weeks and move the box if it doesn't produce leads in a month or so. Leave it for as long as it's producing leads that produce good business for you.</p>	<p>Nail salons, beauty salons, cleaners, car washes, locally owned restaurants, gyms, Curves, lobbies/waiting rooms, large employers (with a customer as the sponsor of the box), anywhere else where women frequent.</p> <p>Choose locations that attract women who can afford to do business with you.</p>	<p>Facial boxes can lead to appointments and don't take much time. You can be making contacts and building in other ways while they are working for you at the same time.</p>	<p>When getting permission to leave your box, show your box to the owner or manager and ask:</p> <p>“Can I leave this here for your customers to win a complimentary facial and free cosmetics?”</p> <p>When following up, say:</p> <p>“Hi _____. This is _____ with (name of store you left box in) and Mary Kay Cosmetics. You entered your name in a drawing at _____ for a FREE pampering session. Do you have a quick minute? (Pause). Great. I have some exciting news for you (Pause)! YOU were one of the winners in our drawing! (Pause). If you have a minute, I can tell you what you won (Pause). You actually won your choice of a pampering session and \$____ in FREE product! (Pause). You can choose from a microdermabrasion skin polishing treatment OR a mineral makeover, which includes mineral makeup for the ____ season. Which would you prefer (Pause)? Great! I'm booking appointments for this week and next. Is a weekday or weekend better for you (Pause)? Morning, afternoon or evening (Pause)? I have ____ OR ____ available. Which would work best for you (Pause)? Great. OK. Now, it's totally up to you, but you can come to me, or I can come to you, which would you prefer (Pause)? One more thing, part of your prize, _____, is the option to share your pampering session with a friend or two. There is no charge for them, and sometimes it's more fun with friends (Pause). I'll text/call you the day before with directions, and you can tell me your headcount at that point and time. I have you down for _____. Congratulations!”</p>

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<p>Warm chatter leads (casual conversation, lipstick survey, challenges, service professionals, Welcome Wagon, Portfolio)</p>	<p>Strike up a conversation with someone you meet, give them a sincere compliment and then offer your card and a complimentary facial. Get their name and number, establish a time to call and then continue the conversation briefly.</p> <p>FOLLOW UP IN 24-48 HOURS MAX!!!</p>	<p>All the time!</p>	<p>Grocery shopping, at the mall, at sporting events, in the waiting room, in lines, at the airport, over the phone with telephone customer service representatives, at parties, at organizational meetings, in hotels, in restaurants, at the nail salon or hair salon, running errands, waiting for other people.</p>	<p>Everyone who comes within three feet of you is a potential customer, hostess or team member. She NEEDS something you have to offer, and you'll never know how you can help her if you don't talk to her. This is a great way to make contact, start to build rapport and select sharp, professional, friendly women to do business with.</p>	<p>"This may seem crazy, but I'm an Independent Beauty Consultant with Mary Kay and I (share your goal or challenge). I will be (what you'll be doing). You are so (give a sincere compliment). Is there any reason why I couldn't give you my card and call you at a time when you're not (whatever you're doing at the time) to set up a time to (treat you to a complimentary makeover, share some information about how we make our money)? Great. Just jot your name and number down here (<i>hand her your tent card and a pen</i>), and I'll call you in the next day or so to find a time that we can get together."</p> <p>"You are so (offer a sincere compliment). Has anyone with Mary Kay ever offered you their card? (Pause for her response. Give her your card.) I would love to treat you to a complimentary makeover. If you'll just put your name and number here, I'll call you in the next day or so and we can find a time to get together."</p> <p>"Excuse me. Hi! I'm an Independent Beauty Consultant with Mary Kay and I'm conducting a lipstick survey. You are a really sharp woman and I'd love your opinion. Is there any reason why you couldn't take a lipstick sample and let me call you in the next day or so to get your opinion? Great. Just put your name and number down here. When is a good time to call you? Great. I'll talk to you then!" (When you follow up, use the Lipstick Survey.)</p> <p>"Hi, _____, this is _____, remember we met (where)? Do you have a quick minute? As promised, I'm calling to schedule a time for your complimentary makeover (or to ask you a few things about the lipstick, or to share with you how we make our money). What would work for you, _____ or _____?"</p> <p>GIVEAWAY WARM CHATTER BOOKING APPROACH:</p> <p>When meeting them, say:</p>

					<p>"I enjoyed meeting you (or thank you for the great service)! Here's a gift card for some FREE makeup (order gift cards from www.getpinked.com)! Just visit my website, and you can shop for \$___ in FREE makeup! Oh, and by the way, I'm doing some giveaways this week! I would LOVE to enter you in my drawing! Just jot your name and number down on this card, and I'll give you a call this week to let you know what you've won!"</p> <p>When following up, say:</p> <p>"Hi _____. This is _____. We met at ____ this week, and I gave you a gift card. Do you have a quick minute? (Pause). Great. I have some exciting news for you (Pause)! YOU were one of the winners in my drawing! (Pause). If you have a minute, I can tell you what you won (Pause). You actually won your choice of a pampering session and \$___ in FREE product! (Pause). You can choose from a microdermabrasion skin polishing treatment OR a mineral makeover, which includes mineral makeup for the ____ season. Which would you prefer (Pause)? Great! I'm booking appointments for this week and next. Is a weekday or weekend better for you (Pause)? Morning, afternoon or evening (Pause)? I have ____ OR ____ available. Which would work best for you (Pause)? Great. OK. Now, it's totally up to you, but you can come to me, or I can come to you, which would you prefer (Pause)? One more thing, part of your prize, ____, is the option to share your pampering session with a friend or two. There is no charge for them, and sometimes it's more fun with friends (Pause). I'll text/call you the day before with directions, and you can tell me your headcount at that point and time. I have you down for _____. Congratulations!"</p>
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Customers	Call to check their supply of products, book an appointment to show new products or share a new hostess program.	With new product introductions, with a new challenge, or a new hostess program, when she reorders products and may want a discount, any time a customer mentioned not being able to get what she wants, or any time you need to fill up your date book.	Find these names in your customer files or on your PCP list!	Customers are a great resource of bookings because they already know you and already love the products. Besides, they will love the chance to get products free.	"Hi, _____, this is _____, your Independent Beauty Consultant. Do you have a quick minute? Great! I'm so excited about (new products, a new hostess program, a huge goal or challenge), and when I was think of who might be most excited about this, I immediately thought of you. You (the reason you thought of her), and I want you to be the first to (try these products, enjoy this hostess benefit, be part of my goal). Is there any reason why you couldn't (ask for the appointment)?"
Referrals	Ask customers, friends, family members and other women you know who they know who would enjoy the services and products your customers love and enjoy.	From your very first day and with every "no."	At selling appointments, on the phone, in the course of living life.	No means "Who do you know?"	<p>During Satin Lips treatment, have a contest for completing the referral section of the Customer Profile.</p> <p>When you call a referral say:</p> <p>"Hi, _____. My name is _____. I'm a friend of _____. Do you have a quick minute (Pause)? Great. _____ wanted me to call you, and as a gift from _____ to you, give you a FREE pampering session of your choice and a \$____ gift certificate! If you have a minute, I can tell you what your pampering options are (Pause). Great. You can choose from a microdermabrasion skin polishing treatment OR a mineral makeover, which includes mineral makeup for the _____ season. Which would you prefer (Pause)? Great! I'm booking appointments for this week and next. Is a weekday or weekend better for you (Pause)? Morning, afternoon or evening (Pause)? I have _____ OR _____ available. Which would work best for you (Pause)? Great. OK. Now, it's totally up to you, but you can come to me, or I can come to you, which would you prefer (Pause)? One more thing, part of your gift, _____, is the option to share your pampering session with a friend or two. There is no charge for them, and sometimes it's more fun with friends (Pause). I'll text/call you the day before with directions, and you can tell me your headcount at that point and time. I have you down for _____. Have a great night!"</p>

Who?	What?	When?	Where?	Why?	How?
Guests at classes	Always book facials and guests at skin care classes for their follow-up appointment, and then explain the benefits they can enjoy just for including some friends.	After you close the sale and before you offer the opportunity.	At the appointment. DO NOT LET HER LEAVE WITHOUT AT LEAST ATTEMPTING TO BOOK HER FOLLOW-UP APPOINTMENT.	Your guest has just experienced the beauty of Mary Kay...great looking and feeling skin, fun and pampering. She deserves her follow-up appointment, and that's an important part of developing loyalty with your customers. She most likely wants more than she bought and can get some free.	<p>Assume the follow up appointment.</p> <p>" _____, what works for your follow up appointment, Tuesday the __th or Saturday the __th?"</p> <p>" _____, I always choose two people who I would most like to be my next hostesses, and today I've selected you. You (offer a sincere compliment). Is there any reason why you couldn't have a few girlfriends join you for your follow up appointment and you can earn _____ free?!?"</p> <p>If she says she doesn't know:</p> <p>" _____, I know sometimes it's hard to know when would be a good time for (you/your friends). Why don't we just pick a time that works for us, and then if we need to change it we can, but we at least have something to work toward. Would an evening or weekend work best?"</p>