

Referral Script: “Hey Susan. This is Andrea Shields. You do not know me so I feel really weird calling you but I’ friends with _____. I have a quick question for youdo you have a minute? Great. I gave _____ a free mary kay makeover and she loved it and I wanted to offer you one with a \$10 gift certificate as a gift. I am in a contest to do 4 facials this week before a friend of mine does and I really want to win. Will you let me give you a free makeover to help me with my goal? You’ll love it and I promise there is no obligation to buy anything. Do you already have a mk consultant servicing you? And Can I borrow you for this??”

Calling someone you know Script: “Hey Susan. This is Andrea Shields. Do you have a minute? Great. I need a favor. I need to do 4 mary kay free makeovers next week and I want to beat a friend of mine to 4 makeovers before she does hers. Can I borrow your face for that? You could get a \$10 gift certificate for free as a gift for helping me out. Do you already have a mk consultant servicing you? If not, would you help me out? It doesn’t take that long!”

Overcoming Objections:

1. I don’t have time - “I can totally understandIf I only took 20 minutes to do the quick facial would you let me do that with you?”
2. I use another brand and love it - “I can totally understand...that is a great product. If you knew you would not have to buy anything and you could let me know how ours compares to yours would you do that for me to help me out?”
3. I tried Mk before and I’m allergic or it broke me out - “I can totally understand. If we did it on the back of your hands would you let me do that and we have all new skin care and my director broke out to the old stuff but now can wear the new stuff. Would you do it on the back of your hands and give me your opinion on how the new skin care feels?”
4. I don’t have any money - “I can totally understand..would you e willing to still do the facial knowing I don’t expect you to purchase and you could even have a friend join you and get a discount of something for free? Can we still do it?”
5. I don’t wear makeup - “I can totally understand. What if we only did skin care? Would you let me borrow you and just do the skin care??”
6. I don’t do In home parties - “I can totally understand.....if we could do he facial for my practice just one on one would you be willing to help me out? You could even come to my house. Is that okay?”

What to say after she says yes to the facial: "That is great. What works better for you day or night? ,.....Okay week night or weekend?.....okay I have _____ and _____ open which day works better for you? Okay 6- or 7pm? Great. I have you down at _____ on _____. Do you have a pen and paper? Okay go ahead and grab one.....

Okay, here's my name and number. It's andrea shields and my number is 913-530-2789. Write down the date of the appt and time so you don't forget...it's _____ at _____pm. Also write down my email address. For every friend you gave join you, I'll give you a \$5 (or \$10 , up to you) in extra credit towards free product. Do you think you have a friend or 2 that may want to join you so I can get done with my 4 facials quicker to help me out? If you give me the names and numbers girls that I can invite to join you, even if no one shows up, I'll give you \$1 in free product for every name and number you email or call me with by _____. Do you think you want to get a list together so you can get some free stuff for not much effort? Could I call you tomorrow to get that list or do you just want to save some time and give it to me now?

One more thing. Do you have a quick 2 minutes so I can ask you a couple of questions to save you 10 minutes at the facial? Great.

1. What is your skin type? Normal,oily, combination?
2. Do you prefer candy or chocolate? (optional question)
3. Do you prefer lipstick or gloss?
4. What is your mailing address and email address so I can send you a reminder card?
5. What would you like to change one thing about your skin if you could change one thing?

Oh and by the way, if for some reason you cannot hold the appointment will you promise me you'll let me know within 2 days of the appt so I can replace you? I'll be there rain or shine. You can count on me. Can you make sure you call me if something comes up? Fair enough? Great. I'll see you soon and I'll call you tomorrow at this time _____ to see If you have a guest list ready of some friends we can invite or some that you have already gotten to agree to join you? Thanks so much!!!

-THEN IMMEDIATELY SEND A REMINDER POSTCARD WITH THE TIME AND DATE OF HER APPT IN THE MAIL THAT DAY OR THE NEXT DAY!! I send a postcard and it says something like this -

“Susan, I can’t wait to see you for your free facial on Thursday night at 6pm the 12th of Sept. I just wanted to thank you in advance for being a woman of your word and helping me with my goal! You’re going to love the pampering! Can’t wait to see you then!!! Have a great week!”

THEN I CALL HER LATER IF SHE DID NOT HAVE A PEN TO WRITE DOWN THE DATE OF THE APPT AND MY INFO AND LEAVE HER VOICEMAIL AND TELL HER I’M CALLING HER RIGHT BACK AND TO NOT ANSWER SO SHE CAN WRITE DOWN THE INFO LATER

BOOKING A PRACTICE INTERVIEW:

“Hey Susan, this is Andrea.....do you have a minute? Great. I know you probably have no interest in ever selling Mary Kay but would you do a practice interview with me and my director over coffee. All you would have to do is listen with an open mind and give your opinion and maybe ask some questions about how we make money in Mary Kay. My director would have a special gift for you just for listening. It’s better training in person but if you have to do it on the phone that is possible. I need 1 each week and if you want I’ll tell her you have no interest but are just helping me. Would you let me borrow you for that and she will have a special gift for you??”

INDIVIDUAL CONSULTATION at end of class/facial

- 1. Did you have fun?**
- 2. What is your wish list? If money were no option, what would your favorite 4-6 sets be?**
- 3. What sets would you like to purchase today?**
- 4. Do you want to tentatively book your 2nd facial to get the free gift?**
- 5. One more thing, I know you probably would never sell Mary Kay but I need to do 1 practice interview every week with my director to learn how to do them. Would you listen to the company information and give your opinion for a great gift to help me with my goal? Just listen with an open mind for 20 minutes and ask some questions about the business opportunity with Mary Kay and if you are accidentally interested great, if not, that’s okay too. Could you help me with that please??**