

Telephone Booking Script

Read and re-read this over and over until it sounds natural to you. Then call your friends and book your Power Start!

"Hi _____, this is _____ calling. Do you have a quick minute? You're not going to believe this, but I'm being promoted into leadership with Mary Kay! I'm really excited and scared to death. I need a favor and thought of you because I knew you'd laugh with me and not at me. This month, I've accepted a challenge to do 30 practice facials on people I don't know. Will you be a face for me and invite a few friends over that I don't already know? You see, I'm supposed to be practicing on strangers to improve my presentation and technique. And of course, they're not obligated to buy a thing." (Wait for response)

"Great, let's pick a date that's good for you." (Select a date during your pre-marked Power Start) In fact, just for doing me this favor, how would you like to have a \$100 shopping spree with anti-aging products and mineral make-up on ME?!? I'm going to send (or drop off) a packet that will explain everything. Now we need to have five people there beside yourself, and I'll help you with all that. Who do you think you might invite? (Help her brainstorm.) Great! Talk to some people about coming and I'll call you back to get their names and numbers so I can find out about their skin type. You're going to LOVE your makeover!"

"Let me share a secret about inviting friends, instead of saying...I'm having a Mary Kay party, do you want to come? Try, saying.... A Mary Kay Consultant is coming over to give me a makeover using anti-aging products and mineral make-up & she's allowing me to share it with a few girlfriends. It's gonna be a blast, but it's reservation only...can I save you a spot?"

"One last thing... these are practice faces and I have to hold them within the 30 day time period to get credit. Promise that nothing will keep you from holding this appointment for me. Thank you so much for doing this. You truly are great friend, and I can't wait to get together with you! Will you be home _____ for me to swing your hostess packet by?" (Schedule time to drop off hostess packet and walk her through it to reinforce the hostess plan.)