

Hi _____. This is Pagett calling. If you recall we met briefly at the gym this week. I was there with the “women’s appreciation” drawing... do you remember meeting me?

Well, I’m calling to congratulate you. Your name was drawn as one of our “special package” winners. We put together a few different packages for this event. Your package includes a private skin care and color consultation that you can share with a few friends. It features anti-aging skin care and mineral makeup, AND you’ll receive anywhere from \$25-100 in free shopping from your choice of Mary Kay products. Congratulations! If you have a minute I’ll tell you exactly how it works.

DATE: First, we just pick a time that works well for you. Would you say that during the week or on the weekend is usually better for you? (Set date)

LOCATION: This package is specifically designed so that you don’t even have to leave home. However, if you prefer, I would be happy to host you in my home – I live in Richardson, near 75 and Arapaho. Which would you prefer?

GUESTS: The second thing is for you to choose how much you would like in free products. It’s totally up to you. If it’s just you, or you and 1 or 2 friends you will receive \$25 in free shopping automatically. However, I’m working closely with our company right now to gather feedback on some of our newer products. So, if you share the appointment with 3 or 4 friends your free product doubles to \$50 as a “thank you”. But if you decide to take full advantage you can have 5 or more friends and receive \$100 in free shopping. Which do you think sounds best to you?

Okay, great! Who are you thinking of to include?

OR

I tell you what, let’s start with who you do think you can get there, and I’ll see if I can’t work my magic from there. (brainstorm)

PRE-PROFILE: Before I let you go, I want to make sure that I pull together the products that are suitable for your skin and that I think you’ll really like. Can I ask you a couple of quick questions? Great...

GUEST LIST: J I’m sure you can see the importance of finding out a little bit about your skin before we get together. It’s important that I do the same with your guests. So the only thing that I will need from you is your guest list with phone numbers so I can give them each a quick call in advance. I’ll of course give you a chance to invite everyone first, but do you happen to have their numbers handy?

(No) No problem. I tell you what, why don’t I give you a chance to make a few calls and get your guest list together. And then I can follow up with you later this evening or maybe this time tomorrow...

CONTRACT: Great, _____, we are all set. Congratulations again. I want you to know that I know your time is just as valuable as mine, so I will be there come rain, sleet or shine. You can

count on me. And I just ask that if for any reason you need to reschedule that you let me know a few days in advance so I can give that time in my calendar to someone else. Sound good?

MESSAGE:

Hi _____. This is Pagett calling. If you recall we met briefly at the gym this week. I was there with the "women's appreciation" drawing. I'm calling to congratulate you! Your name was drawn as one of our prize package winners – which actually includes several different things including up to \$100 in free shopping with Mary Kay. So just give me a call back at your convenience and I will share all the details with you. My number is 214-457-3440. Feel free to call me back anytime of the day or evening. Congratulations again, I'll be watching for your call!

SECOND CALL:

Hi _____. This is Pagett calling. I am so sorry that we have not had a chance to connect yet. If you recall, I left a message for you last week about the drawing that you won at the gym! If for any reason you've decided to pass, please give me a call to let me know so that I can draw another winner! Otherwise, give me a call back and I'll share all the details with you of what you've won! My number is 214-457-3440. Feel free to call me back anytime of the day or evening. Congratulations again, I'll be watching for your call!