

Script to Book a Customer for a Class:

“Amy, I’m so excited! I am really working on rejuvenating my business this month and am working so hard to earn my first car with Mary Kay, so how would you like to have a Spring makeover? (await her answer) I knew you would! Okay, so how would you also like to have \$100 in free products—anything you want?! (await her response) Here’s what we’ll do. I’ll come and treat you to a new look for Spring, and when you share that same appointment with 5 of your girlfriends that don’t use Mary Kay, I’ll let you go shopping for anything you want—\$100 worth—for free! That’s it! Now, when would be a better time for you...weeknight or weekend?” (then book and coach using Hostess Packet, etc.)



Script to Confirm Guests for Classes and Shows:

If you get her 'live' on the phone the day before the Class...“Suzie, this is Jennifer with Mary Kay. I’m working with Amy on her appointment tomorrow night, and I know you probably got the invitation we sent to you. I’m putting together goodie bags to everyone who is coming, and I know Amy is just really excited about having girl-time with you. Are you going to be able to make it? (If ‘no’, end the call and put her on your PCP list.) Great! Now, we’re going to get started at 7:00 sharp, and we’re going to have a ball—just the girls—we’re leaving our kids and hubbies at home! Now, if an emergency should pop up later tonight, could you please call me so that we can give your seat to someone else so that Amy has a great time? See you tomorrow at 7!”

If you get her voicemail or machine the day before the Class...“Suzie, this is Jennifer with Mary Kay. I’m sure you get the invitation that Amy & I sent to you. I’m working on putting together goodie bags for everyone that is going to be with us—it’s just going to be the girls—and I need to know if ‘Yes’ you’re come or ‘No’ you’re not, so could you please call me back before you go to bed tonight? If you’re not able to come, I want to be sure to give your seat to another lady so that Amy really has a great time. My number is 830-0048. Again, that’s 830-0048. Thanks, Suzie, for calling me back!”

Script to Book a Practice Interview With Your Director:

“Jane, I’m so glad I caught you! I’m so excited—my Director is working with me to earn my first car, and I’m really going to do it! Right now, she’s helping me with the last part of my training. How would you like to have a free lipstick? (await her response) I knew you would! Okay, what I need is a favor. I need to watch my Director tell an actual customer of mine how we start our businesses and how we make our money in Mary Kay. Now, Jane, I know this is something you would never do, and that’s okay. I just need to watch her so that I can learn to do them on my own when a customer asks to hear the facts as I finish my car. When would be best for you—morning or afternoon? (pick 2 different times that week that you’re both open) Super! Now, pencil me in for both those slots, and I’ll call you back and let you know which one my Director can make it to. Thank you SO much, Jane! I’ll call you back really soon!”