

BOOKING BLITZ SCRIPTS

Executive Senior Sales Director Lia Carta

Booking Script- Calling someone from your contact list:

“Hi _____, this is Lia with Mary Kay! Do you have a quick second? GREAT! Well, I am so excited because I am going into qualification for my first FREE car! So, I am REALLY revving up my business in June! And I’m running a special for **8 of the most amazing women in my life*** where you can actually get our brand new LASH building serum for FREE when you host a party with 3-8 of your girlfriends in June! This amazing new lash serum that just came out and is comparable to LATISSE and I can’t wait for you try it- you’ll be one of the very first customers to get your hands on it! I’m not sure what your schedule is like but I have openings on _____ and _____.

Which would work better for you?

(If she says she has to check her schedule say, “okay GREAT! I am booking up quickly and I want make sure you have priority, why don’t we set a tentative time and we can always change it if we need to- that way I don’t overbook myself)

Okay, GREAT! I’ve got you down for “_____” at _____pm! I want to make sure that you get WAY more out of this than you have to put into it so I’ll be contacting you by _____ to get your guest list. Because this is a busy time of year, if you invite 10-20 women, 3-12 will show. If you have your list with their name, email, and phone number all ready for me by _____ I will give you a FREE eye makeup remover the night of your party!

***You can change this to anything!! Examples:**

I’m running a special for 8 women in the armed forces this month!

I’m running a special for 8 mom’s who deserve special pampering!

I’m running a special for 8 of my closest sorority friends!

I’m running this special for only 8 women in our church and I wanted YOU to be one of them!

Model Search Script

Hi! _____, this is Lia with Mary Kay! Do you have a quick second? GREAT! I won’t keep you long! I just had to call you because Mary Kay just started a model search and the winners get a trip for two to New York, a professional makeover, and a photo shoot in our upcoming catalog and a shopping spree! I have ALWAYS thought you were so gorgeous and sharp , is there any reason why I couldn’t give you a makeover and enter you? GREAT! This is going to be so much fun!

I'm not sure what your schedule is like, but I do have Saturday, _____ and Wednesday _____ at 4:00pm available if either of those work.

GREAT! Okay _____, my goal is to enter 60 women by June 30th and I know you must have some cute girlfriends you might be able to introduce me to! Do you have a few people who might enjoy a girls night in playing with makeup? Of course, I'll totally have a special gift for you! Have you heard of our new lash serum that is comparable to Latisse? I would love to give that to you as a thank you!

Okay, GREAT! I've got you down for " _____ " at _____ pm! I want to make sure that you get WAY more out of this than you have to put into it so I'll be contacting you by _____ to get your guest list. Because this is a busy time of year, if you invite 10-20 women, 3-12 will show. If you have your list with their name, email, and phone number all ready for me by _____ I will give you a FREE eye makeup remover the night of your party!

TEXT BOOKING SCRIPTS

For fairly new consultants:

Hi _____! I'm so excited! I just started my own Mary Kay business & I really need your help! I need to practice and get the opinion of the product from 30 women this month and you were someone I immediately thought of who might help! Is there any reason why I couldn't borrow your face? I will have a free gift for you! It's fun, free, and no obligation! Could you let me know if this is something you'd be willing to do? Thanks!

General script:

Hi! _____! I'm in a contest to get the most faces booked for our Mary Kay model search this summer and it ends in 1 hour! I know we've talked about doing a facial in the near future, can I go ahead and put you down as one of my faces?

GREAT! What day works better for you? I have Monday, _____ at 7pm por Monday at _____ 7pm OR if you want to earn the new LASH building serum for FREE (its MK's version of latisse) you can host a small party with 3-7 of your girlfriends! I do all my group appointments Saturdays or Thursdays, Which works better for you?

Referral Script (BEST TO TEXT)

(Adapted and slightly changed from NSD Tammy Crayk)

Hi Traci! My name is Lia, and you don't know me but I'm Darcie Judkin's friend. She said you were really sweet & might help me out with a Mary Kay contest I'm in. I need to do 60 FREE Pampering sessions in the next 4 weeks & I'm giving everyone who helps me a FREE mascara or eyeshadow. Could I borrow your face? I promise I'm not push & it's SUPER fun!

When she responds

PERFECT! I do them Saturday's at 1:00, 4:00pm, or 7:00pm. Which works best for you?

Awesome! I've also arranged for you to share your session with up to 5 friends for FREE! I'll send you a email with all of the details!

TEXT SELLING

Okay my thought on this is to focus on sets when you are trying to run a group sale in a 1-2 hour time period!

My text would look something like this:

TONIGHT ONLY! Buy one mascara, get a eye makeup remover for \$7.50! Normally \$32.65 Total with tax tonight is \$23! Let me know if you are in! Refer 2 friends and your eye makeup remover is FREE!

TONIGHT ONLY! Buy one Satin Hands/ Get one Half off! Total with tax is: \$50.00, Normally \$66.75! Makes a great GRAD gift!

TONIGHT ONLY! Mary Kay Groupon style! Get \$50 worth of Mary Kay products for \$30! Must respond by 9pm to qualify! I only have 10 total to give away before this deal is SOLD OUT!

You can get super creative with this! :-) I use it more to book parties then to make profit. For example, let's say Brittany purchases the mascara set. I'll call her and say, "I've got your order all together- the total came out to \$23 or you can have it totally free- which would you prefer? Then I'd use that to book a party! :-)

GETTING PROSPECTS TO LISTEN TO THE HOTLINE

Text:

Hi _____, this is Lia with Mary Kay! I have a HUGE favor to ask of you! I am in a contest to be the best in my unit and have the MOST women listen to our Mary Kay marketing hotline by 10pm tonight! If you could help me, as a HUGE THANK YOU you will be entered into a drawing for a FREE coach purse and I will give you ANY item in our catalog (including the NEW LASH BUILDING SERUM...Mk's version of Latisse!) at 50% off!! The number is: [\(641\) 715-3900](tel:6417153900) Passcode: 357997#. The recording is 21 minutes long. Text me back with password and I'll be sure to get you your product! THANK YOU!

BOOTH EVENTS / CAN ALSO BE
TWEAKED FOR FISH BOWL LEADS

Hi _____ this is Caterina calling. Girl, if you recall, we met at _____ on _____ when you stopped by my Mary Kay booth. Is this a convenient time to talk? The reason I'm calling is to let you know that unfortunately you didn't win the grand prize basket, but you did win a FREE Lipstick that you can redeem at your Pamper Session. Your Indulge pamper session includes a 2-step lip treatment, 4 step hand treatment and an ultimate facial including our microdermabrasion treatment.

I'm currently scheduling for the next two weeks and would love to have you as a part of our Model Search. What works better for you weekdays or weekends?

Book her, if you can't then say

Okay, but before I go may I ask you one quick question? If there was one thing you could improve about your skin (or skin care program) what would it be? (or what would make it worth your time to get together with me for your pamper session?)

Great, if we go ahead and schedule a time now for the next two weeks, I will _____ (double the price of your gift certificate). I have openings both weekdays and weekends. Which would work better for you?

Or you can say, _____, you're the exact kind of person I like to help. I'd love the opportunity to share how Mary Kay has helped others improve their skin (or skin care program) especially when it comes to _____ (repeat their need.) I do have openings both early in the week and late in the week. What would be better for you?

Which ever would be better for you, would certainly be fine with me.

Then turn it to a group appointment if possible...

Oh by the way, _____ when we do get together, it is just as easy for me to facial a couple of people as it is to do one. Is there any reason why you might not want to share your facial with a few friends and get all of your products for ½ price or FREE? Great. If you just share your facial with a friend or two I will let you give \$75 worth of Mary Kay for only 35, but even better, girl if you have just you plus 3 then you get \$100 for FREE for partying with me. Doesn't that sound exciting? Would you like to go for the \$40 in FREE Product or the \$100 FREE. (Coach her accordingly.)