

Things to keep in mind..

*BE EXCITED!

The higher your energy the more you'll attract people! If your voice isn't engaging, they won't be excited to help you with your goal!

*SOUND CONFIDENT!

Mary Kay Ash always said 'fake it 'til you make it' so if you need to tweak a script slightly to make it sound more like you, that's okay! But make sure that you sound confident in your goal and how simple it is for her to help you!

*THERE IS ALWAYS A GOAL!

No matter what you're trying to book for, there is ALWAYS a goal with a deadline! She has to know that you're looking for certain people and that she can help you with this win! If you don't give a deadline, it will be harder to book her for a time within the next 2 weeks!

New Consultant Power Start Scripts!

Call her FIRST:

Hi Susie, this is Mallory! How are you? I don't know if you know yet, but I decided to start my own Mary Kay business and I'm so excited about it! My first goal is to have 30 women try our products and I immediately thought of you! I love your outgoing personality, how fun you are, and I've always seen you as a leader. I would love your opinion...plus I so want to make my goal! If you're willing to help me out by letting me borrow your face, I'd love to give you a \$10 gift card to spend on any MK products that you fall in love with! What would be better for you- a weeknight or weekend?

**Book her using 2 options until you narrow it down to a date. For example, "What works best for you- Tuesdays or Sundays, afternoons or evening, etc." Once you have her on your calendar, turn the booking into a party!

TEXT FOR AFTER IF YOU LEAVE A VOICEMAIL:

Hey there (name)!!! 🌸 I'm SOOOO excited (and a little nervous too)! Just started a new business with MK! ❤️👏
As a new consultant, my first challenge is to do 30 practice "faces" who try our core products with me at a quick appointment in 30 days! Could I ever borrow your face and have you be one of my first 30!?!? 😊 I would LOVE that!

TEXT #2 – 3-4 days later:

Hi (name)!!! It's Kellee again! 🙌 Just wanted to follow up with you to be sure you got my last text!! 😊 would LOVE to borrow your face for my 30 faces! I only need ____ more by ____! ❤️ I know you're probably super busy, so I will follow up again in a couple of days if I don't hear from you! 😊

TEXT #3 – 3-4 days after that:

One last check in (name)! 🙏 I didn't want to bug you but I also don't want to forget you! 🥰🥰Text me and let me know if you'd be one of my 30 faces! Now I only need ____ more! ☐➡☐

WHEN SHE SAYS YES:

Great! Would a weeknight or weekend work best for you? (Give two options until you set date and time)

THEN....send this text right after you've found a date!

While I've got you, it's really just as easy for me to do one face as it is for me to do several at one time! Plus, it's more fun with family and friends! ☺ It really doesn't matter to me, but if you get a few others to join us I can give you some FREE product! (And it will help me get to my 30 faces, too!) Do you want me to create a cute little text image you can share with some girls? I think it'll be a blast!!

New Consultant Pearls of Sharing Scripts!

CALL FIRST:

Hi Susie! How are you? I couldn't wait to share some news with you...I've decided to start my own Mary Kay business!! I am so excited to make women feel beautiful and grow as a leader in this company! *(Choose 2 reasons why you're excited about MK- they don't have to be the ones in this script)* One of my first goals is to be a Pearl Girl- it's one of the oldest traditions in Mary Kay where I can earn gorgeous pearl jewelry just for getting your opinion! So...I was wondering if you'd be one of my Pearl Girl talks?! I immediately thought of you because you're so ____, ____, and ____! *(Choose 3 adjectives that describe her that align with Mary Kay OR use the descriptions from the Who Do You Know Sheet)* I would be so honored if you'd give me your opinion on the business plan, career path, and leadership roles! Plus, I'll even give you a little gift for helping me out!

WHEN SHE SAYS YES:

Oh thank you so much, girl!! This is so new and I'm a little nervous, but it makes me feel so great to have your support-you're the best! I was just so blown away by this company and...

(choose one or two of the following or choose your own:

- how empowered they make women feel
- the ability to earn full time income with part time work
- the recognition and appreciation they show to everyone
- their philosophy of Faith First, Family Second, Career Third
- the community of supportive and fun women

- the opportunity to grow as a leader
- the freedom and flexibility it can provide

...I can't wait to get your opinion! I don't know if this would be for you, but if I didn't ask for your thoughts I know I would totally kick myself!

Book her for an event if it's happening in less than 5 days:

There are a few ways you can listen, but the most fun way would be to join me at one of our success events! They're so fun! You'll get free dinner, a free makeover, a gift from me, and hear information about the company all in one! (Give her time, date, and location of your local event) We have one this coming Tuesday! Does that work for you?!

If she can come to the event, say:

Great, I'm so excited for you to be my guest! What color lip gloss do you prefer? I'm going to wrap your gift up right now! (Then give her information about the event again and plan to come together or meet up at the entrance of the location.)

If she can't come within the next 5 days, schedule her for coffee or a phone call:

Okay, so since this week won't work would you be willing to meet me for coffee or listen to a video and then talk afterwards?! Great! Would a day or evening work better for you? (Give her two more options until you have chosen a date!)

If she has booked a coffee, check with your director and book a place and time that works for everyone!

AFTER YOU'VE BOOKED THE TIME, then you give her the information for the call:

Okay, so I'll send you a link to a video at _____ and when you're done watching it, give me a call! I'll get my director on the line and she'll ask you some questions about the information! My training is hearing her share the business and answering your questions so the more questions you have, the more I learn!

The day BEFORE she listens, call or text her and say,

Thank you again so much for helping me out and giving me your opinion! Just so you have it handy, here's the link again. (insert link) Go ahead and watch it at _____, then call me right after and I'll get my director on! Can't wait to talk! ☺

The day she is listening, text her saying,

Excited to talk to you tonight at _____ after you watch the video! So grateful for you!

If you're sending a FB message, tweak the beginning by saying,

Hi Susie! I hope all is well with you! ☺ I absolutely love (comment on something you've seen on her FB page-a recent trip, activities with her husband or kids, work, etc), you seem so happy and I love seeing that!

***Then follow the same script as above and book her for the same career talks as if you were on the phone!**

Referral Scripts!

CALL FIRST:

Hi _____, this is Mallory Anderko with Mary Kay! You don't know me, but we have a mutual friend in the awesome _____! She and I know each other through (say however you know the mutual friend) and we recently got together to play with some MK products! Afterwards I was asking her who she knows because I think you meet amazing women through other amazing women! I asked her who she knows who is _____, _____, and _____ (You'll say the adjectives of whatever description from the Who Do You Know Sheet) and who would love a free pampering session and gift card and she said you!! Would you be interested in redeeming that?

WHEN SHE SAYS YES:

Awesome! I cannot wait to meet you! So the pampering session includes our skincare, microdermabrasion, Skinvigorate Brush, and Satin Lips treatment- it's like a fun spa night! Plus you have a \$____ gift card from (her friend). Do weekends or weeknights work better for you?

**Book her using 2 options until you narrow it down to a date. For example, "What works best for you- Tuesdays or Sundays, afternoons or evening, etc." Once you have her on your calendar, turn the booking into a party!

TEXT FOR AFTER IF YOU LEAVE A VOICEMAIL:

Hi Julie! 😊 This is Amy Kemp with Mary Kay! 🌸 I don't think we've met but Sandi said text is the best way to reach you! She was gifted with ten \$25 gift cards that include a complimentary facial & she wanted one of them to go to you! 📁🌸 Should I text or call you with the details? 📱

TEXT #2 – 3-4 days later:

Hey Holly! It's Amy Kemp with MK again! Just following up regarding the gift card given to you by Debbie! 💕 I know you're probably super busy so text me when you can! I'll check back in a few days if I don't hear back from you! 😊📁

TEXT #3 – 3-4 days after that:

One last check in Barbie! This is Amy with MK! 📱 I didn't want you to miss the gift card and pampering session from Heather! Text me and let me know if you'd like to redeem it! 📁📱

WHEN SHE SAYS YES:

Yay!!! ☺ Text is great for me too! Your pampering session includes our best selling skincare, microdermabrasion, Skinvigorate Brush, and Satin Lips treatment for you and up to 5 of your friends! You also get a \$25 gift card to use at the appointment! How fun is that?!

**Then book her using the two-option method.

Bridal Expo Follow Up

CALL HER FIRST (day after the event):

Hi _____ this is Mallory, the Mary Kay lady from the expo yesterday! I hope you had such a great time- it was a fun event! I'm actually calling you with some exciting news...you were one of the runners up to our raffle! You've won a pampering session for you and your friends AND a \$25 gift card! I'm so excited you were one of the winners; I remember meeting you and remember (state the things you remember about her- something cool she was wearing, something you talked about, her energy/enthusiasm, etc.).*

*Book her using the two-option method

IF LEAVING A VOICEMAIL, END WITH:

Call or text me back so I can give you some more details! I hope you have a great rest of your day and I look forward to hearing from you, _____!

Text #1:

Hi Alexis! It's Mallory, the Mary Kay lady from the bridal expo on Sunday! 😊 I just left you a voicemail to let you know that you were one of the winners of our raffle! 🎉 🎉 Congrats! You won a pampering session for you and your friends and a \$25 gift card! 👍 Text or call me back so we can talk details!



CALL #2 (3 days later):

Hi _____, this is Mallory, the Mary Kay lady from the bridal expo on Sunday! I just wanted to try and get a hold of you again because you were one of the runners up to our raffle! I'm so excited it was you, _____! You've won a pampering session for you and your friends and a \$25 gift card! Call or text me back so we can talk details!

Text #2:

Hi Alexis, it's Mallory, the MK lady, again! 🙋 I just wanted to check back in with you about your prize from the bridal expo! You won a pampering session for you and your friends and a \$25 gift card! 🎁 I can't wait to see you again; text or call me back when you get a chance!

CALL #3 (3 days later):

Hi _____! Just reaching out one last time to see if you'd be interested in redeeming your Mary Kay pampering session and gift card that you won at the bridal expo! I know you're probably very busy so if I don't hear from you I'll try again in a month or so. Hope you're having a great day and I look forward to hearing from you!

Text #3:

Hi Alexis, it's Mallory the MK lady just one last time! I don't want you to miss out on your prize! 🙋 You won a pampering session for you and your friends and a \$25 gift card! 🎁 Let me know, either way, if you're interested so we can either book a date or I can gift your prize to another bride. 👍 Looking forward to hearing from you!

****These scripts can be used for ANY type of booth, not just bridal! Just change the language depending on your location!**

Charcoal Mask Testers

With current customers or people you know:

Hi _____! Hope you're having a great day! I don't know if you've seen it on social media, but I'm in a challenge to have 100 people test our new Forbes favorite Mary Kay charcoal mask and it's seriously amazing! Any chance I could borrow your face?! I promise I'll give it back haha! AND I'll even give you a gift for helping me! Are you interested in being one of my 100?! 😊

OR

Hi _____! Hope all is well! I'm looking for some faces that would help me test the NEW CHARCOAL MASK!! It just came out and the results are amazing! The activated charcoal acts like a magnet to unclog pores and immediately reduces shine! (Can you believe that?) I need the opinion of 30 women by the end of the month and was wondering if you'd be one of them! I'd be so honored to have you be a part of my test panel! Let me know! 😊

When they say yes:

YAY!! Oh, I'm so excited- thank you so much for your help ____! If you know anyone else who would want to try it out, feel free to invite them! If you find at least 2 people to join us, I'll give you a charcoal mask for FREE! I can't wait to get together!

*Coach this appointment like you would for any party- make sure to pre-profile the guests coming so you can make sure they'll be there!

Charcoal Mask Referral Script:

Hi ____, my name is Mallory and we have a mutual friend in the awesome Sarah Jones! This is probably the craziest text you'll get all day, but Sarah was helping me with a fun challenge I'm in and she told me you might be interested too! Mary Kay just launched a new charcoal mask (no peeling, no pain, just clean and smaller pores!) and I'm looking for 100 women to give me their opinion!!

Would you ever be interested in trying it out for me? It's totally free, super quick, and Sarah actually got you a gift card, too! She's the best! ☺ Text or call me back to let me know either way! Hope you have a fantastic rest of your day ____!

*I would separate the text above into TWO text messages because if you send it all in one, it might be too long and they might receive it all jumbled up.