

PCP Script!

In order to make this sale successful for everyone, the key is COMMUNICATION! Below you'll find scripts and dates for how to prep your customers!

10 DAYS BEFORE PROMOTION:

*Send email/facebook messages→ FIRST MODE OF COMMUNICATION!

TIPS:

- Make it personal, do NOT do one email for everyone!
- Write something about what they've been up to (school, work, recent vacation, etc)
- Mention products they already have that they might need to stock up on or things you think they might enjoy
- Make your Secret Customer page on Facebook
- **Usually, now is when you would choose your discount/promotion, this is a good one to use for each new product launch.
 - Purchase \$50, get \$10 free product!
 - Purchase \$100, get \$20 free product!
 - Purchase \$150, get \$30 free product!
 - Purchase \$200, get \$40 free product!

SAMPLE MESSAGE SCRIPT:

Hi Martha!!

I hope all is well with you! Looks like things are going great and your recent trip to Hawaii looked like a BLAST! I'm so jealous! ☺

Keep an eye out in the mail for your new (whatever season it is- Fall, Spring, etc) catalog! I'm so excited that Mary Kay has launched these new products!! My favorite is the _____! (Then give one sentence as to why) I'll be calling you in the next few days to tell you more about the products coming out AND tell you about the promotion I'm doing!!

*If this person is on FB:

If you aren't already a part of my Secret Facebook Customer group, let me know! I'll be using that to post about the new products and other fun promotions!

Talk to you soon, Martha! Have a great day!

Mallory Anderko

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POST TO YOUR CUSTOMER GROUP:

Make sure to check your emails and keep an eye out in the mail, ladies!! The new catalog is on its way soon and I'll be doing a special promotion the weekend of _____ so stay tuned for some videos! I'll be calling you in a few days to go over the new products! ☺

5 DAYS BEFORE THE PROMOTION:

*Call them→ SECOND MODE OF COMMUNICATION!

Now you're going to CALL all your customers—You might get them on the phone or you'll get their voicemail. Either way, you're going to sound EXCITED to talk to them about this sale and these new products!

Tips:

-Print off your customer list from MKIT and jot down some notes next to their names about what products they love or might want to try

-Dog ear some pages in your LookBook so you can easily tell them what page it's on. (Don't have a look book handy? Look at the ecatalog and make yourself some notes of page numbers)

SAMPLE SCRIPT for talking on the phone:

"Hi Martha, it's Mallory! How are you? I'm so excited about this promotion I'm doing for the new products on **(date of promotion)**! Did you get my email?"

Yes they got the email*→ "Awesome, so you know about **(mention the product you said in your email)! Did you get the catalog in the mail?"

If they did not get the email*→ "Oh bummer! I sent you a quick little note just to let you know about an awesome promotion I'm doing **(date of promotion)! The new **(season)** products just launched and I wanted to make sure I could tell you about them- especially this new **(name new product)**! Did you get your catalog in the mail yet?"

*If they got their catalog, you can ask them to take it out or take out a piece of paper to write down what pages you want them to see

*If they didn't get it(or you forget to send them), tell them you'll send them an eCatalog and ask what email address is best. Still have them take out a sheet of paper to write down which pages you want them to see.

"So I just wanted to highlight some new products I think you'll love! **(Tell her about 2-3 products you think she'd like to try)**. Also, go through your makeup and skincare graveyard and see if you're running low on anything! I can always recommend products that might help you, but with this promotion, why not try something new, right?"

This month, I'm doing something different!! Instead of a straight discount, I'm doing free product bonuses! When you purchase \$50, you'll get \$10 in free product! Purchase \$100, you'll get \$20 in free product! Purchase \$150 and get \$30 in free product and so on and so forth!

"The week leading up to my promotion, I'll be posting videos about the new products so tune in to see tutorials and explanations! Make sure to check them out and get excited- these new products are so fantastic and I know that the limited editions ones will definitely sell out faster than usual!

I'll check back in with you in a few days to remind you when it starts, but let me know if you have any questions in the mean time!"

SAMPLE SCRIPT for voicemail:

"Hi Martha! It's Mallory! Hope you're having a fantastic day and that all is well! I'm calling because I know you've gotten your new **(season)** catalog in the mail and hopefully you saw my email! I'm doing a

promotion for this product launch and I'm so excited about it! When you get a chance, grab your catalog and check out pages ____ and ____ because I think you're really going to love _____. (*talk about the new products and other products they'd love.)

*If they're on FB and a part of your group: Leading up to the promotion-which is (date of promotion)- I'll be posting videos to my customer group going through each product! Make sure to check it out-you won't want to miss it!

*If they're not on FB: I'm giving away some free product at different purchase amounts so get excited! I'll send you a text right after I'm done with this voicemail so you don't have to worry about writing them down! The promotion is happening _____!

I'll make sure to remind you as we get closer so you don't miss out on these new products! Hope you have a great day and I'll talk to you soon!

TEXT AFTER VOICEMAIL:

Hi ____! I just left you a voicemail about a new promotion I'm doing in honor of the new (season) product launch! Let me know if you get it, otherwise I'll try to call tomorrow!

*If they're on FB: The promotion will run (date of promotion), but I'll be posting some videos on my customer's page in the mean time so make sure to check it out! I'll remind you in a few days so you don't miss out on these savings! ;)

*If they're not on FB:

Below is a picture of the deals I'm doing! Make sure to go through your makeup/skincare graveyard and see what you're running low on so you don't miss out on the savings! ☺ I'll talk to you in the next few days to remind you!

****You can make a photo like this using the free app PicCollage- just download a photo of the new products!



DAY BEFORE PROMOTION:

To all your NON Facebook people, send them this text or message:

Hi ____! Tomorrow is the day...**(season)** Promotion Launch! You can earn free product starting tomorrow through Sunday! ☺ You can purchase on my website or by calling/texting/emailing me! Let me know if you have any questions! PS. If you order on my website and aren't already a registered customer, make sure to register so I can put in the discount for you after you place the order!

*attach the picture above with the discounts!

To all your customers who are on Facebook, use my posts in my group in yours! ☺

DAY OF PROMOTION:

Non FB People:

Today is the day!! And I promise the last text ;) In case you need it, my website is [www.marykay.com/_____](http://www.marykay.com/) and if you're going to order on there, the discount won't show- I add it at the end! HAPPY SHOPPING! ☺

FB People: use my posts!