

Sharing the Opportunity/Pearls of Sharing Script

Make sure to use the “Who Do You Know?” Sheet to get your list of 15 women started!

Things to keep in mind:

***Be excited!!** The higher your energy, the more you'll attract people! If your voice doesn't sound happy or 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!” Just because these scripts might not sound like you doesn't mean you shouldn't use them! Tweak a word or two, but know that sometimes you must act the part first in order to become it. If you don't sound confident in your goal or how simple it is for her to give her opinion, she might not want to give it to you.

***Set the right expectations!!** Take some time to reflect on why you've decided to start your business and make sure to share that with her. There are parts in the script where you share why you're excited and also why you thought of her...make sure they're sincere and true so she knows how much her opinion means to you. If you're doing a career talk over the phone, make sure she knows that you will call her right after she's done listening, and that you'll do a 3-way call with your director to get her opinion. *Your director is never too busy to help you so start booking her like crazy!*

***Sell the event!!** When inviting people to come with you to your local event...romance it! Don't say 'meeting' because that doesn't sound fun! Use the word 'event.' Let them know that they'll be getting a free dinner, free makeover, they'll hear more about the business side of Mary Kay, meet great women, and get a gift from you!

Script:

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, say:

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!**