

## Booking & Warm Chatter Scripts

Bookings are the lifeline to your business!  
Practice makes perfect, the more you do it. The better you get.

Booking someone for a “one- on- one” that you already know.

Hello \_\_\_\_\_. Do you have a quick minute? I don't know if I told you, but I just started my brand new business with Mary Kay (or if you re-started you could say that) and I'm so excited. I have this huge goal that my director gave me. She said I need to do 30 faces in the next two weeks and she told me to call all the sharp woman I know and I immediately thought of you and how you could help me with this goal. You don't have to buy anything. I just need your help. I will have a special gift for you just for helping me. Can you help me this week or next? Next, great, I have Monday, Friday, and Sat. What's the best day for you? Sat.? Great, morning or evening. Evening, great, 4:00- 6:00p.m. or 7:00-9:00p.m., etc.....

\_\_\_\_\_, thank-you so much for helping me with this goal. Now, remember it's just as easy to do your face as it's to do a few friends. If you can help me and get a few friends together you will receive our hostess gift and up to \$100.00 in free product according to how many women you have at your party. We can just do you, but it is always more fun with a few friends. So, do you think you could think of some woman that would come? Great!! You think of those names and then I will call you in a few days to get the list of ladies you want to come so I can put together goodie bags for them.

**Re-confirm the date, day, and time.**

**Follow-up with a thank-you note, e-card, hostess packet, call to get guest list, and call to confirm and get directions to house.**

**Can't follow-up enough!!!**

Booking a guest to come to a meeting or for a one-on-one that you just met.

Hello \_\_\_\_\_. This is \_\_\_\_\_. How are you? Great!! Remember, I met you at Publix yesterday. I just wanted to follow-up with you and see if you ever had a chance to try that (lip-gloss sample, dermabrasion, skin-care, eye-cream, etc...) sample that I gave you. No, well that's okay. I don't know if I told you this yesterday but I have a huge goal to finish 30 faces a month with my company, Mary Kay Inc. and I always love to get sharp woman's opinions of our product and I would love to borrow your face to be a skin-care model. Would you help me with my goal? Great, this week or next? This week, great. I have Tuesday, Sat, and Sunday available. Tuesday, great we have an event at our Beauty center at 7pm. Would you like me to pick you up or do you want to meet me there. Meet me, great. Thank you so much for helping me with my goal.

Now, remember to ask her like you did on the last script, it's just as easy to invite a few friends and explain the hostess credit.

FOLLOW-UP  
FOLLOW-UP  
FOLLOW-UP

Give your hostess or guest list to your director and she will help you follow-up!  
Now remember, this business is a numbers game!

Book 10, hold 5

Book 8, hold 4

Book 3, hold 1

Don't take it personally!!

### Warm Chatter Scripts

#### A goal to do 30 faces

Excuse me, Hi my name is \_\_\_\_\_. I just couldn't help but notice how beautiful your (skin, eyes, hair, purse, child.) My name is \_\_\_\_\_ and I'm looking for a skin care model. I have a goal to do 30 faces a month and to get 30 opinions of sharp woman on our product and I would just love to have your opinion. What's your #? Do you work during the day? When is the best time to call?

#### Meeting someone with a sample

Excuse me; hi my name is \_\_\_\_\_. I couldn't help but notice how sharp you're. I would love to offer you my business card and a sample. I'm in a challenge with my company to get sharp woman's opinion of our (skincare, dermabrasion, cellulite lotion, lipstick.) I would love to have your opinion. Here's my card and a sample. What's your # so I can contact you? What's the best time to call in the day or the evening? Thank you for helping me with my challenge.

#### Using the Portfolio idea

Excuse me, my name is \_\_\_\_\_, I just couldn't help how sharp you look. I'm putting together a portfolio with different woman's skin types, hair colors, skin tones and I would love to have you featured. It's totally free. See look at these 4 looks in our look book. I believe this look would look the best on you. I will give you a free lip gloss just for helping me. Thank you! What's your #? When is the best time to call, morning or evening?  
(Need to bring a camera with you)