TALKING POINTS FOR EVERY CALL

1. CREATE POSITIVE VIBES.
"Hi, [name], I'm so glad I caught you!"

2. CONNECT WITH DEPTH.
"I want to share some exciting news! I recently started my own business as a Mary Kay Independent Beauty Consultant!"

3. COMMUNICATE YOUR PURPOSE.
Offer several options in case your first suggestion doesn't work out

OPTION A: HOST A GET-TOGETHER
"Would you like to treat your friends to a spa-like event at your home, where you'll experience the products and be pampered?"

OPTION B: MAKE ONE-ON-ONE TIME
"If hosting a skin care party isn't convenient right now, how about some one-on-one time? I can stop by for a quick ten-minute product demonstration. What day is best for you?"

OPTION C: SAMPLE THE PRODUCTS
"If a quick pampering session won't fit into your schedule, why don't I just drop off a few samples for you to try on your own time? I'd love to get your opinion! When shall I swing by?"

4. CONFIRM YOUR APPOINTMENT
"Great! I'll see you next Thursday at 6:30. And remember, if you see several products you simply must have, we can always schedule a party so you can earn some of them for free."

5. CUE NEXT STEPS
"I look forward to seeing you and hearing your feedback."

MARY KAY®

SOME HELPFUL HINTS WHEN BOOKING

- Booking is a skill. The more you practice, the better you get.

- Confidence and belief are two main ingredients needed to be good at booking.

- Believe in your service. No matter whom you are booking – a friend, referral or someone whom you just struck up a conversation with – it is essential that you truly believe that you are offering them an opportunity to have a great time and try some incredible products. Believing in your products is what sells others on it.

- Know before you call. Prior to contacting referrals via telephone and/or email, you should consider whether such communication is consistent with state and Federal "do not call" and/or "SPAM" laws and regulations. For information, review the information on the following link: **https://www.donotcall.gov/faq/faqbusiness.aspx#who**