

THE ONLY BOOKING SCRIPT YOU'LL EVER NEED!

"Hi -----. This is ----- calling! Do you have a quick second?"

"Great! I'm so excited about a decision I've made. I've decided to ..."

1. Build my own business with Mary Kay Cosmetics.
2. Raise money for The Mary Kay Foundation, which supports research for cancers that affect women, as well as domestic violence.
3. Promote myself!
4. Build my business this week/month.
5. Take on my Director's challenge to -----.
6. Pamper (# of) women this week,

What I need to do is ...

1. Get the opinions of _____ women of my presentation & products over the next _____ weeks.
2. Hold _____ classes this month so I can reach my goal of \$_____ in donations/sales.
3. Share information about the Mary Kay opportunity with 5 of the sharpest women I know this week/month.
4. send out pampering packs to you and as many of your besties as you want to pamper, we then set up a zoom sesh or facebook group to treat all of you to an hour of deluxe pampering!

Is there any reason you couldn't ...

1. Let me borrow your face & get your opinion? I'll have a great gift for you!
2. Allow me to pamper you & some friends with a (hand treatment, a skin care analysis and a color consultation?). I'll have a great gift for you, plus you can earn free products.
3. Get together with me later in the week over a coffee & let me share the information with you? I'll have a great gift for you for listening. It may be for you or it might not, but you have nothing to lose to listen.

When she says "yes," then immediately give her two choices for appointments ... "I have Tuesday night or Saturday morning available. Which works best for you?"

Once you have scheduled a specific time, then add ... "Janie, I also need the opinion of women I don't know. Is there any reason you couldn't include 2 or 3 women I don't know? In fact, there is a way for you to get FREE product for doing this!"

"Great! I will call you tomorrow and get the names & numbers/emails of your guests. I need to call them in person so that I can be best prepared for your appointment by already knowing their skin type & skin care needs."

Before you know it you'll know this booking dialogue without even having to look at it! Plus, the best thing about this customizable script is that you can use the same outline for anything. Whether you're calling referrals, names from a lead box, booking for 100 facials, or special seasonal event you can tweak the different sections to work for your business!

SO GET CALLING! YOUR NAMES AREN'T GOING TO BOOK THEMSELVES!