

Scripts For Warm Chatting

Handing out a sample:

“Excuse me miss? I couldn’t help but notice how great your make-up looks (or another compliment). I was wondering if you could do me a favor. (Hand her the sample) I am promoting the new MK Signature line from Mary Kay, and would love to get your opinion on this new product launch. Would you take it home and try it, then click on my web site and send me your opinion? Let me grab a daytime number and e-mail so that I may follow up with you tomorrow, and for your time I will send you a free gift. (Get name, number and e-mail) Thanks so much, have a great day!”

When you follow up the next day:

Hi Judi, it’s Jennifer, we met yesterday and I’m calling to see how you liked the product sample I gave you? Wonderful, I was wondering if you would be willing to let me borrow your face as part of a makeover contest we are having in honor of the new product launch. The benefit to you is you get a complimentary make over, a bunch of samples to take home, and time to pamper yourself. Right now we are also having a special promotion (you could win a trip to Maui for two.. or whatever the promotion is) I have Monday and Thursday available, which is better for you? (Or Tues & Wed if they can come to the city) Great! It starts promptly at 6:15 (Always give 15 min. window before event starts) It is professional attire, and I’ll be watching for you in the lobby. Do you need directions? Great, see you there!

****Call the hotel the day of the event and ask what room the event will be in. Then call your guest the same day and say “just a courtesy call to let you know that we will be in the _____ room, I’ve told my senior director about you and she is looking forward to meeting you as well.****

Warm Chatting for Career Opportunity:

Excuse me miss? I couldn’t help but notice (sincere compliment). I am a future Mary Kay Independent Sales Director. I don’t know if this is a fit or not, but I am building my team and looking for women interested in leadership (teaching and mentoring their own sales force), as well as women interested in a part time business to blend with another career or family. What line or work are you in? Great! Here is my business card, do you have a business card? Like I said, if this is not a fit for you, maybe you know somebody. I definitely believe in networking.

If she has a business card... “Great! I’ll follow up with you, it doesn’t hurt to have a plan B”

If she does not have a card... “That’s okay, let me make a note that we met. Your first name was _____? And what is the day number that I could leave you a voicemail...” (You don’t want to say “can I have your number?” She will say no. Just go right into it...assume she is going to give you her number and she will.)

When You Follow Up The Next Day

Hi, Judi, it’s Jennifer, we met yesterday. Hey, listen, I am just running out to an appointment and wanted to give you a quick follow up call. (Key word: quick)

As I mentioned when we met, I am looking for women interested in leadership as well as a part time business to blend. I know you mentioned that you _____ (restate whatever her hot button was: loves her job but doesn’t see her kids, laid off, wants something part time, wants to network...etc) My schedule is filling up so I wanted to block out some time for you.

