

Warm-Chatting Scripts

BUSINESS CARDS:

"Excuse me. I couldn't help but admire your _____. I always offer my business card to women who _____. Is there any reason why I couldn't give you my card?" (Offer the card and wait for her response). Then:

"Have you ever tried Mary Kay? Great! Mary Kay is offering 100 free facials this month and I would love to offer you one and get your opinion of the products. It includes a 15 minute pampering session that includes the face, lips, and hands; and you are under no obligation to purchase anything. In fact, should you decide to accept this offer, I'll give you a free lipstick or lip gloss. Is there any reason why you wouldn't want to participate in this fabulous offer?!"

"Great! Just jot down your name and number here. (Once you get her info, read her name and say), _____, I had a cancellation _(date)__. Is there any reason why we couldn't get together then?" (If not, ask when is a good time to call her). "No? Ok, _____, when would be a good time to call you in the next 24 hours, to set up your 15 minute pampering session." (write down the time). _____, it was so nice meeting you and I look forward to talking more with you tomorrow. Enjoy the rest of your day."

THE NEXT DAY:

"Hi, _____. This is _____ with Mary Kay. We met yesterday at _____. I'm calling to set up your pampering session that I talked with you about. Which is better for you, this week or next? The beginning of the week or the end? Evenings or weekend days? Morning or afternoon? Great! Well, _____, I'll see you on _____ at _____. Also, what shade of lipstick do you like to wear? Or do you prefer lip gloss? By the way, _____, would you be interested in hearing how you could earn some free Mary Kay products? Great! Well, _____, it's just as easy for me to pamper two or three of your friends as it is to pamper you and when you share your session with them you are eligible to earn hostess credit! How does that sound? Great! Do you know who you have in mind to invite? Is there any reason why I couldn't call you back in two days and get your guest list? At that time _____, it would be helpful to not only have their names, but their phone numbers as well. That way, I can be prepared to address any needs or concerns they may have with their skin by contacting them ahead of time. Great! I'll call you in two days! Thank you _____, and have a great day!"

BUSINESS CARDS WITH SAMPLES:

A) "Excuse me. I couldn't help but notice _____." (ask a 2 or 3 more questions about what attracted your attention) If the rapport is good, say: "You have been so nice. I'm a consultant with Mary Kay and I'd like to offer you a sample of our Microdermabrasion System. Have you ever tried Mary Kay? Well, this particular product softens your skin after just one application. Is there any reason why you couldn't try it tonight and give me your opinion tomorrow? (Yes) Great! Just jot down your name and phone number and a good time to call you tomorrow. _____, I just want you to know that I appreciate and respect your time. Can I count on you to give me your opinion tomorrow? Great! I look forward to talking with you."

OR

B) "Excuse me. I couldn't help but notice what a lovely shade of lipstick you're wearing. It's a beautiful color and really compliments your ____ (eyes, skin tone, hair color, outfit). How would you like to do something kind of fun? I'm doing a lipstick survey with Mary Kay Cosmetics. I'd like to know if you would try this sample and let me call you tomorrow and ask you some questions? The questions will take less than 2 minutes and I would value your opinion." (Yes) "Great. Just jot down your name, number, and the best time to call. (Look at her name on the card) _____, I just want you to know that I appreciate and respect your time. Can I count on you to give me your opinion tomorrow? Great! I look forward to talking with you."

THE NEXT DAY:

A) Hi _____. This is _____ with Mary Kay. We met yesterday at _____. Tell me, what did you think of the product sample I gave you yesterday? Did you notice a difference in the softness of your skin? Did you find it easy to use? Is there any reason why you wouldn't want to add this to your skin care routine? The full size product will last you 3-4 months and retails for \$55. (She agrees) How would you like to take care of that: cash, check, credit card or FREE! (If she says free, book her for a class with at least four guests). (If she chooses to pay, set up delivery and payment.)

B) Hi _____. This is _____ with Mary Kay. We met yesterday at _____ and I gave you the lipstick sample to try. Do you have a minute for me to ask you some questions? (Refer to the Lipstick Survey)

BUSINESS CARDS WITH WEBSITE* INVITATION:

(This one has a different approach. With MK pin on, MK Image, Go Bag in hand) **"I don't know if you noticed, but I'm with Mary Kay. Are you on anyone's mailing list?"** (Tilt head to left, squint eyebrows together as is really concerned) ***IF NO:*** **"So you don't have a consultant servicing you? -bite lower lip. (If yes, then follow MK Golden Rule, but have her encourage her Consultant to put her on PCP) "My catalogs are on my website, plus so much more. May I give you a gift certificate for \$10 and you can go and shop at your convenience? What do you think you'd like to purchase - a lip gloss or mascara? When you've made your product choice, just check out, type in all your information, just as you would if you made any other type of purchase online, but tell the computer that you'll be contacting me for payment choice.. That's when I can deliver your product for FREE. Thank you so much for your time and I look forward to seeing your certificate redeemed."**

It is not necessary to get their info, because they will need to provide it on your website. You will then be able to build the relationship from there.

*Website idea from Rebecca Evans