

The Beauty Experience Scripts

An Existing Customer/Friend:

Hi Ashley! This is April. I hope you're doing great! I wanted to let you know that Mary Kay released brand new spa-like beauty experience treatments!!! They are getting so popular! I'm looking for a handful of women to try it out & you get a gift! Would you like to do one? 😊

(After she responds)

Awesome! Let's set a time for your experience- weekday or weekend?

After setting a time:

Im super excited to get your feedback. I'll text you a pic of the new Beauty Experience package options - you tell me which sounds most appealing to you! Also I have to tell you about this brand new innovative Korean treatment- the Lifting Bio-Cellulose Mask... check out the "platinum" option on the flyer - you get a free treatment of this new incredible mask with the platinum package & Im only offering 10 of them this month! & this has been the most popular package!

(If you don't hear back from her by the next day- call her to confirm & see which package she is most excited about!)

IF YOU BOOK HER ON THE PHONE/IN PERSON..... After you book her date:

For your Beauty experience, you have 4 package options to choose from! Each one comes with it's own special treatment, plus you can share your experience with friends, & when you do you can take home free products that you love! As you're checking out the flyer- make sure to check out the Platinum Package - this is the most popular. With the Platinum package you share your Experience with 8 of your favorite friends & you each choose the special treatment you want to do PLUS with this package you get a free treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! how does that sound to you?

If she says yes I'll see if I can find 8 friends -->

great! Go ahead and check with your friends & see who will join you! I recommend if you want to have 8 attend to invite 16-20. I'll need an Rsvp list so I can find out which treatment each person wants to do so I can customize the experience for them. I'll check in with you tomorrow for a list of who you're inviting- what's a good time to catch you- morning or afternoon?

If she says I don't think I can get 8 friends -->

Oh that is ok! I'll send you a flyer a of the package options & you can tell me which one is most appealing to you! The gold package is 5 friends & each of you choose your treatment plus you get free products , or the silver package is you and 3 friends & you all get the deep Cleansing charcoal mask experience!

How many friends are you thinking you'd like to have there?

(Send her the package options flyer)

^call her the next day to confirm her appt & find out which package she's excited about.**

See “coaching section” on what to say when confirming & following up

A Drawing Winner :

Hi Bernadette! This is April with Mary Kay (from the Girls Scout event!) You were one of the runner up winners! 😊 Congrats! Text me when you get this & I'll give you info to redeem your gift card & Beauty Experience!

(After she responds- if she doesn't respond within 2 days I'll call her)

You won one of the really good runner up prizes we had!! It's one of our new Beauty Experience Packages (you get to choose from a list!), where you receive a deep cleansing anti aging facial treatment plus a \$25 gift card you can redeem at your Beauty Experience!

When she asks what's next:

I can send you open times to choose from for us to do your experience! Would you prefer a weekday or weekend option?

If she asks “what is it exactly?”

Text 1: You won a Beauty Experience that includes a Deep cleansing facial, De-clogging charcoal mask Experience(👉 amazing!!), expert foundation matching, & a spa hand & lip treatment! It's free!! Most people love to share their experience with friends, so you can choose to do that!

Text 2: There are different beauty Experience Packages you can choose from that have special treatments & freebies included in each - those are all free too - it's what u won!

IF YOU BOOK HER THROUGH TEXT..... After you book her date:

I am going to send you the Beauty Experience Package options you can choose from so you can check that out, & I'll give you a quick call tomorrow to confirm & see which package you're most interested in! (Just a quick note about our brand new innovative Korean treatment- the Bio-Cellulose Mask... check out the "platinum option " - you get a free treatment & this has been the most popular package!)

IF YOU BOOK HER ON THE PHONE/IN PERSON..... After you book her date:

For your Beauty experience, you have 4 package options to choose from! Each one comes with it's own special treatment, plus you can share your experience with friends, & when you do you can take home free products that you love! As you're checking out the flyer- make sure to check out the Platinum Package - this is the most popular. With the Platinum package you share your Experience with 8 of your favorite friends & you each choose the special treatment you want to do PLUS with this package you get a free treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! how does that sound to you?

If she says yes I'll see if I can find 8 friends —>

great! Go ahead and check with your friends & see who will join you! I recommend if you want to have 8 attend to invite 16-20. I'll need an Rsvp list so I can find out which treatment each

person wants to do so I can customize the experience for them. I'll check in with you tomorrow for a list of who you're inviting- what's a good time to catch you- morning or afternoon?

If she says I don't think I can get 8 friends -->

Oh that is ok! I'll send you a flyer a of the package options & you can tell me which one is most appealing to you! The gold package is 5 friends & each of you choose your treatment plus you get free products , or the silver package is you and 3 friends & you all get the deep Cleansing charcoal mask experience!

How many friends are you thinking you'd like to have there?

(Send her the package options flyer)

^^*call her the next day to confirm her appt & find out which package she's excited about.

See “coaching section” on what to say when confirming & following up

A referral:

Hi Emma! This is April Hutchinson with Mary Kay- i know you u don't know me 😊. Hannah Ziegler gave me your # to give you a gift! She gave you a complimentary Beauty Experience & a \$25 gift card! Did she mention it to you?

When she responds :

Ok great I can call you real quick or text you the info!

-->

The experience includes a deep cleansing facial, hand, lip , & eye treatment, & a light makeup application that's optional! Would you prefer a Weekend or weekday opening & I'll see what's available?

IF YOU BOOK HER THROUGH TEXT...After you get her booked:

When we get together for your experience you have some options to choose from for treatments & packages that are included! I am going to send you the Beauty Experience Package options you can choose from so you can check that out, & I'll give you a quick call tomorrow to confirm & see which package you're most interested in! (Just a quick note about our brand new innovative Korean treatment- the Lifting Bio-Cellulose Mask... check out the "platinum option " - you get a free treatment of this & it has been the most popular package!)

IF YOU BOOK HER ON THE PHONE/IN PERSON..... After you book her date:

For your Beauty experience, you have 4 package options to choose from! Each one comes with it's own special treatment, plus you can share your experience with friends, & when you do you can take home free products that you love! As you're checking out the flyer- make sure to check out the Platinum Package - this is the most popular. With the Platinum package you share your Experience with 8 of your favorite friends & you each choose the special treatment you want to do PLUS with this package you get a free treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! how does that sound to you?

If she says yes I'll see if I can find 8 friends -->

great! Go ahead and check with your friends & see who will join you! I recommend if you want to have 8 attend to invite 16-20. I'll need an Rsvp list so I can find out which treatment each person wants to do so I can customize the experience for them. I'll check in with you tomorrow for a list of who you're inviting- what's a good time to catch you- morning or afternoon?

If she says I don't think I can get 8 friends -->

Oh that is ok! I'll send you a flyer a of the package options & you can tell me which one is most appealing to you! The gold package is 5 friends & each of you choose your treatment plus you get free products , or the silver package is you and 3 friends & you all get the deep Cleansing charcoal mask experience!

How many friends are you thinking you'd like to have there?

^call her the next day to confirm her appt & find out which package she's excited about.**

See “coaching section” on what to say when confirming & following up