



SCRIPTS FOR SUCCESS

You have just made a list of 35 women you already know and could show your product to, but how do you get in front of them?

Your leads and prospects will want to attach themselves to your goals. We will create monthly goals that you can share with your potential customer base to get them excited about meeting with you! Here are a few scripts that you can use to invite women to meet with you.

"Hi _____, this is _____. Is this a good time for you, do you have just a minute? Great – I have just started my own business with Mary Kay and part of my training program to practice on 30 faces in the next 30 days. My MK Mentor (of you can call me your MK Business Coach) asked me to think of women who support and encourage me, are fun and would give me their honest opinion. So of course, I thought of you! Is there any reason why you wouldn't loan me your face and be one of my 30 faces? GREAT! I am so excited, I have this time (day/time) and this time (day/time) available (within the next 2 weeks), which works best for you? To help me meet my goal of 30 faces in the next 30 days, you are welcome to bring some of your friends with you – that would help me tremendously, Thanks!"

"Hi _____, this is _____. Is this a good time for you, do you have just a minute? Great – I have just started my own business with Mary Kay and I am working to put together a professional portfolio of before and after picture of models and thought that you would be perfect! Is there any reason why you couldn't be one of my models? Does the beginning of the week or the end of the week work best for you?"

"Hi _____, this is _____. Is this a good time for you, do you have just a minute? Great – I have just started my own business with Mary Kay teaching skin care and color application. Part of my training is to bring models with me to my Success Training on Thursdays (or whenever your Success Meetings are held) so that I can watch and take notes of my MK Business Coach presenting the product and instruct on Color Application. She challenged me to bring some of my very fun friends who would give us their honest opinion. I will give you a free mascara or a \$15 Product Coupon as a gift for you, for helping me. Is there any reason why you couldn't join us this Thursday? GREAT! Here are the specifics of the place and time."

Follow the 2x2x2 Rule: After providing Product to your Customer, check back after 2 days, 2 weeks, and 2 months. MK offers a 100% customer satisfaction guarantee; if your customers aren't happy when you check in with them, they can return their products for a refund or an exchange.

You can be as creative as you want with these bookings, but the most important thing is that you are honest and **BOLD!** The worst response that you will ever hear is NO. So go for it, and remember that the products that you have to offer them to try and purchase are great and they will **LOVE** them! If you want more ideas on how you book appointments, go to our unit web site: www.cahillrockstars.com. Or, check out the InTouch Web Site, under EDUCATION.