

POWER SCRIPTS!

Booking is the Life Line of Your Business! Scripts will help you Book!

1. Make a list of contacts (who would give their opinion, be a model, etc.) 30 minimum
2. Mark your date book – when will you work your Mary Kay business.
3. Practice your script. Make it your own! Be confident. You are offering something fabulous! Remember to smile! Look in the mirror to remind yourself!
4. Be upbeat! Run around the room if you need to increase your energy!
5. Practice working through objections using the Feel, Felt, Found rule (see website)
6. Schedule an uninterrupted time to make your calls.
7. Call until you have 8-10 scheduled within the next 2 weeks.
8. **BOOKING** is an attitude! If you think you can, **YOU** can! If you think you can't, you're right.

BOOKING SCRIPTS

Option 1: New Consultant Power Start Script:

Hi _____, this is _____, I'm really excited, do you have a quick minute? Great! I've just started my own business teaching skin care and glamour with Mary Kay Cosmetics. As part of my training I'm going to be pampering 30 ladies to a facial in 30 days. I could really use your help. I would love to pamper you and a couple of your friends and family with our products. It'll be so much fun for you and great practice for me! (Pause for her response) Grab your calendar; let's set a date. Which would be better for you, beginning of the week, or end of the week?

After scheduling her appointment, use the **Turning a Facial Into a Class script.**

Option 2: New Consultant Power Start Script:

*Hi _____, this is _____ calling. Do you have a quick minute? You're not going to believe this, I'm starting my own business teaching skin care & glamour with Mary Kay Cosmetics! I'm so excited! I'd just love to get your opinion of the products. Is there any reason we couldn't get together? Would Thursday or Saturday be better?" (DO NOT STOP UNTIL YOU GIVE HER A CHOICE OF TIMES) She chooses a date and time & then use the **Turning a Facial into a Class Script.***

Turning a Facial Into a Class

(After you have scheduled a time say...) You know, _____, I have a great idea! It's just as easy for me to give three or four facials at one time, as it is to give one. And I know you'll be telling your friends about this. Why don't you invite them over? It will be great practice for me to work with a group plus you'll receive up to \$100 of free product in hostess credit! It is so much fun. Is there any reason you couldn't invite some friends? Either way I want you to know that I am coming for you.

Option 3: New Consultant Power Start Script:

Hi Amy, this is Susan. Do you have a quick minute for me to share some exciting news with you? Great! Well, I am so excited because I am calling to tell you that I have started my own business as a Independent Beauty Consultant with Mary Kay Cosmetics! Part of my training is to do practice facials on 30 women in my first 30 days. My director told me to call my closest, most reliable friends who would be willing to help me out, so naturally I thought of you! I need to hold these appointments between (start date to end of PS). Which week would work best for you? Great! Tuesday or Thursday? Morning or evening? Amy, I want you to know how much I appreciate your helping me out! And you know, if you would like to earn some free product you could invite some friends to join you for the facial. Can you think of a couple friends who might want a new look for (the season)? Great! I'll have a special gift for you plus the free product you will earn for inviting friends! (confirm time, etc.)

Seasoned Consultant Power Start Script:

Hi Amy, this is Susan. Do you have a quick minute for me to share some exciting news with you? Great! Well, I am so excited because I have a goal to share Mary Kay products with 30 faces this month! To build my business, skills and confidence my director challenged me to pamper 30 women in 30 days! So I decided to call my closest, most reliable friends who would be willing to help me out, so naturally I thought of you! I need to hold these appointments between (start date to end of PS). Which week would work best for you? Great! Tuesday or Thursday? Morning or evening? Amy, I want you to know how much I appreciate your helping me out! And you know, I can do a few faces at a time as easily as I can do one. If you can think a few people to join us you can earn up to \$100 of free products because you'll be helping me reach my goal faster. Can you think of a couple friends who might want a new look for (the season)? Great! I'll have a special gift for you plus your credit for inviting friends! (confirm time, etc.)

Portfolio Script

Portfolios are a great way to build your business! There are lots of Portfolio Ideas including Before and After Portfolio, Color 101 for the Season Portfolio (using current Color 101 Looks), Professional Women's Portfolio (featuring women according to their work/businesses), and Mother Daughter Portfolio. A sample script is below.

Hi _____, this is _____, I'm very excited about something do you have a minute? Great! I am building a professional portfolio of "Before & After" makeovers, and I would love to feature you in my portfolio. You have such (beautiful eyes, warm smile, beautiful hair & then compliment her). I would love to pamper you with a facial and a makeover and feature you in my book. Does it sound like fun? Grab your calendar and let's set a date. Which would be better for you _____ or _____? I have a great idea, do you have a couple of friends that might enjoy getting a make-over and then they can give you their honest opinion of your new look that will be featured in my book? You would earn up to \$100 in free product for having some friends join you & then they can give us feedback about your new look.

Tentative Date Booking Approach

When someone at a class shares that they are not sure they could book because they don't know their calendar, or if their friends could come, you say this:

"Well, why don't we do it this way. I'm sure you would like the hostess to get credit for your appointment, right? Let's go ahead and set a tentative date, with the understanding, that if we need to change it we can, OK?" Even though this is booked as tentative, you will consider firm unless she changes it so you will you coach your hostess the same as any other appointment.

Correct Booking Approach At the Skin Care Class

At every skin care class I always select several ladies that I would love to have as my future hostesses, and today I've selected you because (compliment her: you are so outgoing, you look great in the product, you are so much fun). Tell me when we get together for your follow-up, is there any reason why you couldn't share it with friends, I think you'd be a terrific hostess.

Or

You know, _____, at every skin care class I choose a few women I want to work with most. Today I am so excited about working with you! Do you know why? Because you were the most excited person here - and Mary Kay always tells us to pick the sparkler because she ignites the room! I love to work with excited people. When we get together either for your check-up facial after you get started on your basic skin care, or for you to be in my makeover portfolio, why not share your appointment with a couple of friends? I really want to work with you, _____. It is obvious you had a great time tonight. When is the best time for us to get together again, next Tuesday or Thursday?

OTHER IMPORTANT SCRIPTS

Inviting a Guest to A Meeting

Hi _____, this is _____, do you have a minute? Great! I am very excited about an event that is coming up this (Monday). My director has asked me to bring a model for our Skin Care Class. I am looking for someone with (beautiful eyes, red hair, warm smile) and I immediately thought of you! You would have the opportunity to have a facial and makeover, and then give your opinion of what you liked. I would be so honored if you would be a face model for me; you would have a ball. As my thanks you would receive a special gift. Tell me, is there any reason why you couldn't be a model for me this Monday; I think you'd be terrific!

Inviting Guests to Guest Events Script:

_____, so many exciting things are happening in Mary Kay right now and I'd really love to share them with you! I really believe that this opportunity can change a person's life for the better. You seem to be an intelligent person. Don't you feel that you owe it to yourself to listen to a good opportunity? It may be for you, or it may not. But you'll never know until you listen. Our unit is having a Guest Night on _____. Why don't you come as my guest? You are under no obligation. Just come and see for yourself. I'll pick you up at _____. After the meeting, I'll let you meet my Director and she can answer any questions that you may have. See you then!

Or: _____, I am so excited about my Mary Kay business! I have the opportunity to advance up the ladder in my business and I really need your help! I need to have 5 people listen to our wonderful opportunity. Is there any reason why you couldn't spend 30 minutes or so and let me practice with you? You are under no obligation and I'll have a free gift for you. Thank you so much for your help

Option 1 Warm Chatter Script:

Expanding your business can happen naturally and effectively when you talk freely with those you meet every day. The most effective way to do this is to know what you are going to say. Practice as you go! The way to become effective and natural at introducing people to your business to continue to do it! Try these proven ideas:

Excuse me, before I continue shopping (or leave the store, walk away, etc.) I would just kick myself if I didn't ask...would it offend you if I offered you my business card? (hand it to her right then). I give makeovers for a living. Have you ever, or recently, had a makeover? You haven't? Great! My name is Lori as you can see (quickly point to the card), what is your name? Mary, I am so glad I stopped you! I look for sharp, friendly women (smile non-stop)! What's the best number to reach you at? Work or home? When I get back in my office, I'll give you a call (of course, will pen in hand expecting her to rattle off her number). Great! I'll look forward to talking with you! Have a great day! (Shake hands.)

The next day: *Hi Mary! This is _____, we met yesterday at the grocery store. Do you have a quick minute? Super! Mary, I've got my calendar in front of me, can you grab yours? Okay! Before I share with you the appointment slots I have available, would a lunch appointment work best for you? Or after work? Great! I have noon on Tuesday, 11:00 on Wednesday, or 5:30 on Friday - will any of these appointment times work for you? Great! (Of course, then I ask her a couple of questions about her skin, etc.)*

ALWAYS, when we hang up, I pop something into the mail (a coupon, sample, literature or personal note) to build rapport and commit her to our appointment.

Option 2 Warm Chatter/Thank You Gift

You've been (such a joy to talk with, so helpful at work, terrific helping me pick out this dress, such a support) as my thank you I have a gift for you! I am an Independent Beauty Consultant with Mary Kay Cosmetics and I would love you give you a complimentary facial and a \$10.00 gift certificate to spend at your facial. Jot your name and number down so we can arrange a time for you to spend your gift certificate. (Have your business cards and a pen ready)

When you call back say... *Hi _____, this is _____, with Mary Kay Cosmetics. We met the other day at _____. Thanks again for your great service. I'm calling to arrange your pampering session so you can spend your gift certificate. Grab your calendar let's set a date.*

If you get the machine say...

Hi _____, this is _____, with Mary Kay Cosmetics. We met the other day at _____. Thanks again for your great service. I'm calling to arrange your pampering session so you can spend your gift certificate. I am excited to meet with you! Call me at _____ as soon as you have a quick second. Have a great day!

Calling Leads from Fish Bowl/Drawing

Hi Sue, this is _____ We haven't met but you entered your name in the drawing at _____ to win (a pampering session and makeover). Do you remember? Great! Well guess what? (pause) You won! Sue when was the last time you got some pampering? (She thinks and it has been way too long!) Sue congratulations! What I do is arrange a quick, 15 minute On the Go...Kind of like a house call, in the next day or so. I know you are busy, so this keeps it short and sweet! At that time I will give you a hand pampering treat, leave you with some MK goodies, ask you a little about your skin, and show you some colors that are great for the season. Then we can set up your FULL pampering session. Is your schedule fairly flexible during the day? (You can set up a lunch time On the Go at her work or if you have a SCC class in the evening schedule her a little before that – just work smart!)

At the appt pamper her with Satin Hands, have her complete the Customer Profile Card, review the Current Look book and colors, find out what she is excited about, schedule her appt, and leave her with a beautiful bag of MK samples, hostess flyer etc. Be sure you look the part from head to toe! First impressions do matter 😊

Booking a 15 minute appointment with current customer

This is a great alternative if someone says they are too busy to have a facial or class.

I would love to stop by for just 15 minutes to show you _____ (whatever item you have called her about, skin care, or lipstick, or fragrance, or whatever is new). My goal is to get the opinion of at least _____ women. You'll be able to try the product on the back of your hand. Would it be better for me to stop over _____ or _____ " (offer 2 choices: after work, on your lunch hour, before work, in the evening, Saturday morning)

Calling Referrals

When calling referrals you may choose to schedule the facial immediately on the phone or to use the same approach described above when calling Leads from Fish Bowls or Drawings (set up quick 15 minute on the go appt first and that at that meeting set up full facial appt.)

Hi, may I speak with _____, please? Hi, _____ my name is _____ and I am a friend of _____. Did I catch you when you have a quick second? Okay Great! The reason I am calling is like I said I am a friend of _____, and I am also her Mary Kay beauty consultant. _____ and I recently got together to treat her to a skin care facial using the latest MK products...she had such a great time! Anyway, she thought you would love to do the same for yourself! Isn't that sweet? (BE EXCITED!) So I just wanted to give you a quick call and let you know _____ was thinking of you and also to find a time when we could get together.

(If you choose to do the On the Go appt first) What I do is arrange a quick, 15 minute On the Go...Kind of like a house call, in the next day or so. I know you are busy, so this keeps it short and sweet! At that time I will give you a hand pampering treat, leave you with some MK goodies, ask you a little about your skin, and show you some colors that are great for the season. Then we can set up your FULL pampering session. Is your schedule fairly flexible during the day? (If you choose to schedule the facial appt) So tell me, would a weekday or weekend work better for you?

Customer Care/Follow Up Call Script

Hi may I speak with _____, please? Hi, _____, this is _____ with Mary Kay, how are you? Great! Do you have a quick second? (pause) First, how are you enjoying your Mary Kay? Are just loving it?.....

Well, _____, I also wanted to check and make sure you received (the Current Look Book, my invitation to the event, the samples I mailed etc.) If you had a chance to peek through did you notice our new (refer to the new products/colors)? (Romance them).... _____ what really caught your eye (or what are you excited

about?)...great! Would you like me to send those in the mail or set up a check up facial for you and bring them then?..... I know you are a busy busy person, so while we are on the phone why don't you take a second and run to your bathroom to check your products just in case you are running low on anything and I can include that....(pause)

You may even take the time before closing the call to invite her to upcoming events. If she cannot come, ask her permission to keep her posted on the things you have for your customers. Of course, if she did set up a check up facial with you be sure to offer her the opportunity to be a hostess using the **Turning a Facial Into a Class** script on page 1.

Booking a Flash Collections Preview

Hi _____ this is _____, I'm very excited about a new party Mary Kay is offering, do you have a quick minute? Great. It's called a Beauty boutique. It's a party where you can see and try all the products on the back of your hand, no mirrors, no taking off your makeup. You and your guests get to see lots of the Mary Kay products, and then enjoy each other's company. You can have as few as 6 or as many as 20 there. As my thanks for scheduling a beauty boutique you'll earn \$75 of product for \$35! Doesn't that sound like fun? Grab your calendar, let's set a date. Which is better for you ___ or ___.

Booking a Web Class (or book party)

This is a great alternative for someone who lives out of town, or doesn't want to schedule a skin care class or beauty boutique show.

How would you like to earn some free products with out having a class? Great. All you do is offer your family and friends to shop with you via the internet or a catalogue during the next week. You'll earn \$10 of free product for every \$100 you sell, plus a 50% off an item coupon for each person who fills out the form and orders only \$20. Would you prefer to send an email, and people order from the web page, or would you like to have samples and catalogs to take to work.

BOOKING PRACTICE INTERVIEWS SCRIPTS

Option 1 Booking an Interview Script:

Hi _____! This is _____ with Mary Kay Cosmetics. Do you have a minute? Great! I've just begun my new career as an Independent Beauty Consultant, and I'm so excited. As part of my training, I must conduct 5 practice interviews this week on 5 top quality people, and I immediately thought of you. I will only take an 20-30 mins over the phone and this will be fun for you and good practice for me! Is there any reason why you couldn't help me with this? I think you'd be great! (wait for her response).

Option 2 Booking an Interview Script:

I have decided to move up into leadership in my Mary Kay business, and I'm very excited about it. One step in moving up is to select 5 women who love the product (or compliment 'who are outgoing' or 'who are sharp') and share the information about the career opportunity with them. I immediately thought of you! You may or may not be interested in Mary Kay, and that's OK. I would love to sit and share the facts of our Company with you and gain your opinion. Is there any reason why you couldn't help me out? Which would you prefer to do, be a model Monday evening and receive a makeover, then hear about the company...meet for coffee and sit one on one for about 30 minutes...or attend the next event _____? (Offer two of the three choices)

Option 3 Booking an Interview Script:

Following is a script prepared by Pam Shaw designed for getting the interview! Success is in the numbers!! You will get a return on your investment in layering prospects and interviewing via coffee, meeting, phone conference or event when you work the numbers!!!

Hey _____, this is Pamela Shaw, and I'm so excited...do you have a quick minute? I have set a goal of sharing our Career opportunity with [15, 20, 40] sharp women this month and I couldn't help but think of you. Because of your (outgoing personality, love of our products, large base of family and friends, creative edge, flair for fashion....SINCERE COMPLIMENT), I just know you would be successful in this business. _____, Mary Kay may or may not be for you at all, but is there any reason why you wouldn't join me over a cup of coffee for a 'practice interview' to help me reach my June goal? If it isn't for you, we'll call it coffee and a day, and if it is, I will love supporting you to grow a [profitable and fun] business. And as a thank you for your time, I'll have a _____ for you. Which would be better for you..... [set and coach]

Option 1 Inviting Guests for the Conference Call Script:

Hi _____, I am SO excited! I have accepted a challenge from my Sales Director to ask 5 of the sharpest people I know to be a part of a group training session. Of course, I immediately thought of YOU! Our unit has a goal to talk to 100 sharp women this month to share company information. All this means is that you would agree to call in and be a part of a group interview. Right from home, so you don't have to go anywhere. Just pick up the phone and listen! It doesn't matter what your interest level is, it is just part of my training! The call is a long distance call, so just for listening, I would give you a free eye shadow! We have the training scheduled for Wednesday, June 11 (or Tuesday, June 24) at 8:00 pm. Is there any reason why you couldn't help me out with my training? GREAT! The number you call is _____. I will call you that evening to remind you to join in the call! After the call, I will call you to see if you have further questions and to find out which eye shadow you would like! Thanks for helping me out! I'll give you a reminder call the day before!

Option 2 Inviting Guests for the Conference Call Script:

Hi _____, this is Pat with Mary Kay. Do you have a quick minute? GREAT! The reason for my call is that I have been challenged by my director to share company facts with three of the sharpest women I know and of course I thought of you immediately! It doesn't matter what your interest level is, I just need to get women who I think would be great at this to listen to the facts ... it's that simple! Is there any reason why you couldn't join our career conference call on Tuesday ... Give details. If that doesn't work, schedule a 3-way call between the three of us. Call me to get times. Just for listening and because it is a long distance call, I will give you a free eye shadow! Also you'll have the opportunity to enter a \$1000 Cash Drawing... Can't beat that, can you? So can I count on you? Wonderful! I will call you after supper that night to remind you. Which number should I reach you at for the reminder ... home or cell? Great! I'll call you and look forward to having you listen to my director share the information! Thanks SO much for helping me out with my challenge!!

Guest to be part of a 3-Way Interview Script:

Hi _____, this is _____. Do you have a quick minute! Great! I have been challenged by my Sales Director to do 5 practice interviews this month with 5 of my best customers. I immediately thought of you!! I know we have talked before about Mary Kay, but I have never officially given you information. This practice interview would be a great way to give you information without any pressure at all as we could do it as a 3-way call. It's simple, short and informative. And just for listening, I would give you half off any one glamour item! Can't beat that! It doesn't matter what your interest level is, it is just a way for me to listen to my director do an interview. All I need to know is what time works best for you for a 20-30 minute call. It could even be a lunch hour. What works best for you (give options). Set the date and call Pat!

Career Brunch Script:

My director is having a special luncheon on _____, and she has asked me to invite 2 of the sharpest customers I have - of course I immediately thought of you. I know you are a busy lady, but I thought you would really enjoy the luncheon and getting information from some of Mary Kay's top directors. First and foremost, we'll feed you, then my director and a few others will share information about our company. I know I have mentioned the career to you before and I thought this would be a way to get great info in a very relaxed atmosphere. For being my

guest, I will give you _____ for free. The time is _____ and it will be held at _____. Are you familiar with the area? GREAT! Can I count on you to be my guest?? Great!

PreProfiling Guests

If you aren't pre-profiling every guest that's scheduled to attend a skin care class, then you are choosing not to have a full class of six guests, says Independent Executive Senior Sales Director Vicki Auth from Austin, Texas. To help her ensure a full class, Vicki teaches her Consultants to use the following script:

Hi Gail, this is Vicki Auth with Mary Kay. Do you have a moment? Great! I'm double checking the attendance for Sue's skin care class next Wednesday. I know you received your invitation and I'm putting together the goodie bags for all of you who're coming.

Gail, I would love to make sure I meet whatever needs or questions you may have? So in order to be prepared I have a couple of questions about your skin type, OK?

She then asks the questions from the customer profile and fills out the guest's card as she talks to her over the phone. This creates less paper work at the class.

Ok, I have all your information and I really look forward to meeting you. Gail, because this is more of a personalized, hands-on demonstration, Sue was only able to invite six women to attend, so can we count on you to be there? Great!!

One last thing, if I could help you with one concern or something you're experiencing with your skin, what would that be?

This helps to reassure the guest that Vicki is a professional Beauty Consultant and that the class will be as educational as it is fun. Whatever her answer, Vicki let's the guest know that she has a great product that she can't wait to share with her at the class.

If for some reason something comes up, will you please let Sue know at least 24 hours in advance so she can give someone else your spot?

Vicki uses this phrase because she knows that most women hate to give up their spot.

OK, thanks Gail. Have a great week and I will see YOU next Wednesday at

After 5 or 6 Messages with No Call Back:

Hi, _____, this is _____. I'm calling because I'm beginning to worry about you. I'm nervous that something bad may have happened to you. I've left several messages and I've even dropped a note by your house. It's so unlike you to not return my calls - are you okay? I'm also worried that you may not be returning my calls because of this class we have booked. Please don't worry about that ... I'm not! I just want to know what you are okay. Please call me! Bye.

HOLIDAY BOOKINGS

These scripts are for Christmas however you can tweak it and use it for any holiday/special occasion.

Be a Master Booker at the Holidays! (You can use this script for any HOLIDAY!) Be assured that you have enough cash for all your Holiday shopping this year!!! NSD Denise Kucharski shares how to overcome the 'I'm busy, let's wait until after Christmas' objection ...

Scenario: You warm chattered someone yesterday while doing your Christmas shopping. Today you call her and say:

Hi, Judy, this is Denise Kucharski with Mary Kay, how are you? Great, well I know you are very busy; can you talk for just a quick minute? Wonderful. I enjoyed so much getting to meet you yesterday, and I'm still thinking about what great eyes (or some other feature, or some compliment about her personality) you have and how I'd love to treat you to a holiday makeover (or have you as a Christmas model in my portfolio, etc.) I know your first thought will be that you're so busy and could we wait until after Christmas, right? But year after year I remind people of how all their relatives have cameras ... do your relatives have cameras? ... I thought so! So it turns out that December is my most popular month for makeovers, because people want to look their best NOW, not after Christmas! I will tell you though, I'm busy too, so in December I do quick makeovers ... 30 minute ones instead of the hour long ones. And you get to pick one feature, either your eyes, your cheeks, or your lips, to focus on. We'll do all 3, but you get to pick one to spend extra time on so which would you choose for extra pizzazz ... eyes, cheeks, or lips! (If she selects one, that pretty much means you have the booking.) Great! Let's find a 30 minute time that works for both of us ... is it better for you during the day or in the evening? (set the time through series of 2 choice questions) Now, Judy, who's your best friend that you love to go shopping with? If you want to invite her to have a makeover with you, you can! In fact, I can let you bring 2 friends with you, and if you do you'll receive _____ (could be any 1 item half price, could be travel size Satin Hands, could be a product you have received as free bonus products) as a thank you gift!

Variation: you are doing a portfolio and you say, "Judy when I met you yesterday, I knew you'd be a wonderful model for the (Christmas) section of my makeover portfolio! I know your first thought might be that you're so busy, but I am too, so in December I do quick makeovers ... 30 minute ones instead of the hour long ones. And every year, the December section of my portfolio is my favorite, because of all the bright holiday clothing! Do you wear any red clothing this time of year, or what is your favorite Christmas outfit? Oh, that sounds so pretty ... would you be willing to wear that and be included in my 2007 portfolio?"

With existing customers: "Judy, I just realized that it has been quite a while since we actually sat down together and did a new up-to-the-minute makeover for you, and makeup trends do change like everything else does! Tell me something ... will you be seeing any family or friends during the Christmas holiday? OK, do any of them own cameras? Well, here's what I'm thinking ... I'd love to treat you to a new makeover and a few minutes of pampering during this hectic time of year. And I know your first thought might be that you're so busy and could we wait until after Christmas ... but then your second thought might be, 'Wait a minute, I want to look my best for all those cameras NOW, not later!' I will tell you though, I'm busy too so in December I do quick makeovers ... 30 minute ones instead of the hour long ones. And you get to pick one feature, either your eyes, your cheeks, or your lips, to focus on. We'll do all 3, but you get to pick one to spend extra time on so which would you choose for extra pizzazz ... eyes, cheeks, or lips! (If she selects one, that pretty much means you have the booking.) Great! Let's find a 30 minute time that works for both of us ... is it better for you during the day or in the evening? (set the time through series of 2 choice questions) Now, Judy, who's your best friend that you love to go shopping with? If you want to invite her to have a makeover with you, you can! In fact, I can let you bring 2 friends with you, and if you do you'll receive _____ (could be any 1 item half price, could be travel size Satin Hands, could be a product you have received as free bonus products) as a thank you gift!"

You have overcome her objection before she can even voice it, and you are using the "camera scenario" as a great reason for having the facial. Can you see yourself developing NEW business in December?? It's a great month for gift sales, but it's also an opportunity to build new business!! Stinkin' thinkin' might make you think that December is a difficult month to convince people to have facials personally, I choose to think it's the BEST month! Your attitude is YOUR CHOICE!

Holiday Sales To Men - by Ruthi Schultz

HERE ARE THE FACTS (most men):

- * Are frustrated with what to get their wife/girlfriend/mom/sister, etc (especially if their single) and love to get some helpful ideas.
- * Do not like shopping malls - clothing stores - etc.
- * Aren't real sure if they `trust' online shopping.
- * Will shop with YOU when you're confident, warm, pleasant and trustworthy!

WHAT YOU NEED IN PLACE BEFORE YOU CALL:

- * Know what's versatile and most women would love to receive as a gift. Example: Satin Hands, Satin Lips, Oil-free Eye Makeup Remover & Mascara, Velocity Candle & Perfume, Roll-up Bag, Shower gels, lotions, etc.
- * Know what price options you would like to offer! \$150 - \$225 - \$299 is what I offer!
- * Have a `questionnaire' in front of you that can help you ask the questions you need to ask to sound professional, and `on it' with HIS Holiday shopping needs!
- * KNOW THAT YOU COULD MAKE (or have someone else make) A GIFT BASKET LOOK AWESOME!!!!!!!

Script for Men who are your Client's Husbands:

Hi _____, I am so glad I got you on the phone. I wanted to ask you a quick Holiday question about _____, is she standing right there or can you talk? Great. This is _____ your wife's personal consultant with MK, and I happen to know a few things that she would looooooove to get for Christmas and I wondered if you wanted a few ideas, or do you already have her gifts all taken care of? You'd love some help - OK - well?..I can personalize something specifically to what I know she likes - anything from a couple of stocking stuffers to my favorite the `12 Days of Christmas' basket. Do you need something that really makes a statement, or do you just need that little extra something?? (don't say anything till he tells you - pause and listen)

Need to make a statement? *Then you definitely want the `12 Days of Christmas basket!!!' It's a beautiful gold basket with 12 individually wrapped gifts for each of the 12 Days before Christmas - you can give her one each day for 12 days (lay it on her pillow at night), or you can give it to her all at once - your choice! Then all you have to do is make sure you get her a card - that's it!*

Need that little extra something? *Then I have just the thing for you!!! (offer the Miracle Set, OR - a Satin Lips, Hands & Body Set) Get creative and HAVE FUN!!!!*

Closing the Sale: (after you've gone over the questionnaire)

OK _____, now the only thing I need to find out from you is what price range you want me to work with. (if it's the 12 Days of Christmas basket) I do a very basic basket for 150, it's very nice, but with 12 different gifts - each one is going to be just over \$10. And, I have the `She Deserves It All' basket for 299 - it's gorgeous and has everything to make her feel special. But the one most men go with is the one in middle for 225 - it's very pampering, very beautiful and I'll make sure I tuck in her favorites!!! Which basket would you like to bless her with? (shhhhhh - don't say anything till he gives you an answer) Great - would you like to take care of that with cash, check or card??

IT'S THAT SIMPLE - HAVE LOTS OF FUN PAMPERING YOUR CUSTOMERS THIS HOLIDAY SEASON!!!

AND don't leave out the men that you have contact with (but may not know their wives). If you work with men, or have salesman that stop by your job - or just are simply in your warm circle of influence - they will still buy a holiday basket from you even if you've never met his wife! Just stick to all our basic favorites - she'll love it - and everything's 100% guaranteed!!!

Note/Business card in basket:

It has been a pleasure putting together a Holiday basket `just for YOU!' I will be contacting you in the next week or two, to schedule a drop-by appointment with you and make sure you're comfortable using everything you've received. Please know that all of our MK products have a 100% satisfaction guarantee, and can be exchanged if necessary. If you have questions, please don't hesitate to contact me! Enjoy!

