

NEW CONSULTANT BOOKING SCRIPT

Say these exact words...They really do work!
Calling is a must! No voicemails or texts!

Script before the script:

Hey_____! It's (your name)!! I am so excited, I just started my own business, I just became a Mary Kay beauty consultant!! And_____, I am really looking for encouragement right now so please don't tell me what you think for just a minute because (breathe) I have to practice my script that I will be using to book skin care classes and so I AM calling to see if we can get together, but don't answer me now PLEASE just let me say my script OK?

They say yes.... Great, 😊 so here we go..

Hey _____! I'm so excited, I just started my own business, I just became a Mary Kay beauty consultant and _____, I need your help! As part of my training, I'm looking for faces to practice on. You don't need to get anything if you don't want to but... would it be ok if we practiced together? ↑

If they say yes or how...

So right now I'm doing virtual makeovers so that I can build my business from home! It's exactly what we would be doing in person, except I customize a care package filled with skincare and makeup that works best for you! I can either mail it or drop it off in your mailbox, and instead of me coming over, we would hop on video to do it together! So would you be willing to lend me your face virtually?

***When they say yes, don't hang up! This is your opportunity to get a date...

Thank you sooo much!! We are going to have a GREAT time!!! We do our sessions on Facebook live where I'll be able to add you to the Facebook group and my director will hop on the live to show you how to use the samples! But don't worry, no one will be able to see you! You'll just be able to see my director, just as if you were watching a video. All we have to do is pick a date! What's better for you, Tuesday, Thursday or Sunday?

Remember that Facebook live sessions are held on Tuesday @ 7pm, Thursday @ 7pm and Sunday @ 2pm

Once you have the day, tell them the time of the session:

Ex: Tuesday? Great! We do sessions on Tuesdays at 7pm. Does that work for you?

If they say no, ask them if either of the other 2 days would work for them. If not, tell them that they can watch the Facebook live replay:

No worries! Since we are doing the session over Facebook live where my director walks you through how to use the samples, you will be able to view the replay on the Facebook page. I would just give you a call after so that I can get the credit for your face! When do you think you'll be able to watch the replay from _____(day of the week they chose)?

Awesome! When can I call you for a few minutes after you watch?

this is important to get the time to call them when you are on the phone the first time, so that you don't need to follow back up with them and chase them for a time

They say "Yes, that time works"

Awesome! I'll give you a quick call over the phone after so that we can close out and I get the credit for your face!

Once you have the date, get them excited about their appointment and pre-profile them!

While I have you on the phone, would it be ok if I asked you a few questions, so I know how to customize your goodie bag and care package?

If they chose
TUESDAY

"On Tuesdays we hold our best sellers session where you will get to try popular customer favorites! It's so fun!"

If they chose
THURSDAY

"On Thursdays we hold our basic skincare and supplement session, where you'll get to try our most popular skincare set!"

If they chose
SUNDAY

"On Sundays we hold our customized color sessions, where we teach you how to apply eyeshadow according to your eye color, as well as how to apply blush, lipstick and mascara!"

Questions you ask them:

1. What's your full name?
2. Whats your address?
3. What is your skin tone?
(ivory, beige, bronze)

Questions you ask them:

1. What's your full name?
2. Whats your address?
3. What is your skin tone?
(ivory, beige, bronze)
4. What is your skin type?
(normal/dry or oily/combo)

Questions you ask them:

1. What's your full name?
2. Whats your address?
3. What is your eye color?

*Make sure to ask for their mailing address so they can receive their samples. Once you've pre-profiled, you can then plant the seed for them to invite others so you "work smart not hard"!

OK I'm so excited to see you on _____. So here's the thing, to powerfully jumpstart my business my director challenged me to see 30 amazing women in 30 days. Who do you love who you would be willing to have join us at the skin care class? Maybe _____ or _____? What I am going to do is I am going to send them a care package too and we will all get on Facebook live at the same time. It will be so much fun! So who would you like to invite?

(If yes, - help them create a list)

Great! I would love to be able to ask them the same questions I just asked you...So they have a customized look and care package as well. So tell me...what's _____ number?

How they respond:

~ sure! My mom's name and number is...

~ let me call my (mom, friend, sis) and I will get back to you...

Ok! No problem! I can tune back in with you around this time tomorrow if that works?

NO...

I want to thank you so much, because I love an honest woman, and I am thanking you because I appreciate the fact that you are not going to fake me out and give me a date that you will be canceling on me. Thanks so much for being honest with me.

I'm happy with what I use....

OH! That's totally fine and it's so great you have found products you LOVE!!! I am not going to try to get you to switch but just wondering if we could just practice together? In fact.. I'd really love your opinion on how Mary Kay matches up to what you already love! It will help me become a better consultant!

I don't wear make-up...

____ i'm totally clear!!! We can definitely concentrate on how your skin looks...because truth be told, taking care of your skin is the most important thing I can teach you! I can walk you through amazing skin care tips customized for the needs of your skin... and... you can always wash off the make up when we are done!

I don't have time...

Oh my Gosh!! I know we are all super busy these days.. so even more of a reason to have a little "me" time, right?? And___ this would clearly be a favor for me. And...I got it...you...are...doing me a favor!!! ...but, if I didn't need help, I promise I wouldn't ask. To powerfully jump-start my business, my director has challenged me to see 30 amazing women in 30 days, and borrowing your face is really important to me.

I broke out from MK...

_____, I'm so sorry to hear that!!! I totally understand and I would never ask you to put anything on your face to cause you to get even a baby pimple. But, here's how you can help me. I have been challenged by my director to see 30 amazing women in 30 days. Most women's experience is not to break out, so if you could get a few friends...like 2 together...You can just skip the skin care part, or even just try it on the back of your hand??

No money...

___you don't have to buy or get anything if you don't want to! This is practice for me and I really need your help!

I don't have Facebook

No worries! My Director can download the video that you would have watched on Facebook and I can email it to you directly so you can view it privately! It would still help me out! Would that work for you?

I don't use Facebook a lot

That's totally fine! You do not have to be super social media savvy to hop on a Facebook live! As long as you have an account and I add you to the group, you'll be able to view it!

***Once you overcome the objection and they say yes... thank them and then follow the new consultant booking script starting with finding a date.