

Power Start Booking Script

THREE MAIN RULES IN BOOKING

1. Don't "chit-chat" and don't try to sell her on how great our products are....all you need want is the appointment to SHARE our products and let her find out for herself. DO be enthusiastic.....it's contagious!
2. Always give people a choice between 2 things....they will always choose one.
3. Call and say these EXACT WORDS....they work! If texting, initiate first with a text about something casual and wait for her to reply so you know she's there. Then text an abbreviated version of the below script, using smiley faces to keep it light!

Phone Script for Booking Power Start

Hi _____, this is _____. Do you have a quick minute? I just started a business with Mary Kay and my job as a consultant is to practice on 30 faces in 30 days! I'd love to borrow your face and have you be one of my first 30 practice faces. I have some evenings or weekends open, what works best?

(SET DATE AND TIME WITH HER BY GIVING 2 CHOICES)

Now you know what? It's just as easy for me to do one face as it is for me to do several at one time, plus it's more fun with girlfriends sometimes. It really doesn't matter to me but if you get a few friends to join us, I can give you lots of free product and it will help me get closer to my 30 faces too! It doesn't matter to me. What do you think? Alone or with a couple friends? I think it'd be a blast!

TEXT SCRIPT for Booking Power Start

(Always start w/ an ice breaker text first, just saying something unrelated to MK and make sure she replies first. THEN, ask the MK question.)

Hey u! I am so excited! Just started my MK biz & have a challenge to practice on 30 faces in 30 days....hoping I can borrow your face as 1 of my 30 😊 Whatcha think? Can I steal you for an hour sometime this week or next? I'd be so THRILLED!

Gr8 thx SO MUCH! OK, if u wanted to have any fun girls join u, it wld help me w/ my 30 faces and b more fun. Up 2 u, doesn't matter 2 me. I can give u free product if u have friends join. Whatcha thk, friends or just u and me?

BOOKING OBJECTIONS YOU MIGHT HEAR

Remember to be light, breezy, and fun. Don't be too serious and laugh a lot. Your tone in the conversation, text, email, or fb means everything!

"I AM TOO BUSY"

Oh girl, I hear you, I am busy too! I totally can appreciate that. You know what, I can speed it up and keep the time under an hour to complete the entire appointment, and it can be a little mini vacation for you! Whatcha think?

If she's still too busy.....Oh I know how life can get sometimes. Do you mind if I give you a call back in a couple weeks to see if things have changed and if I can steal you for an hour then? Thanks so much!

"I DON'T HAVE ANY MONEY"

Oh that's OK--I totally understand, but really you don't have to worry about busying anything. I just need to borrow some faces for my training. I mean, after your facial if you want something, great, most people actually do after they try it, but really it just helps me with my training! We also have ways for you to get free product and even offer payment plans! So, what do you think, can I steal you away sometime this week? Weekday or weekend better?

"I USE CLINIQUE".....*That's great! I'm actually so glad to hear that because obviously you appreciate good cosmetics! I'd love to get your honest opinion of Mary Kay and how you think they compare--I actually need to know that kind of thing so I can get really good at what I do. I'd love for you to compare your brand with Mary Kay, and I'll even have a free gift just for giving me your opinion. What do you think, can we get together sometime this week?*

"I TRIED MK ONCE AND BROKE OUT/WAS ALLERGIC".....*Oh gosh, when did that happen?*

(explain that our products have been reformulated over the past 2 years and are nothing like our original formulas. 9 out of 10 times the reason people broke out is because they were using the wrong formulas and their consultant didn't follow up with them to make sure they were working properly.)
I'd be so curious how things would work for you now, and we could even just try it on your hand first to be safe if you wanted. Would that work? Could we get together sometime this week?

"I DON'T WEAR MAKE UP".....*Oh gosh, that is totally fine. Most people don't realize this, but Mary Kay is more focused on skin care than make up. And my training is really about going through the skin care and we barely touch on make up at the appointment anyway. Although sometimes girls who don't wear make up like being taught a few tricks, so you never know. But we can skip that part if you prefer. So can I steal you for an hour to be one of my 30 faces if I promise we won't pile on the make up?*

OBJECTIONS TO BOOKING PARTIES

"NONE OF MY FRIENDS WEAR MAKE UP".....*Oh gosh, that is totally fine. We'll skip that make up part then! So who do you know that is fun?*

"I'LL CHECK WITH MY FRIENDS AND GET BACK WITH YOU"

Oh I totally understand. Ya know, how about we just pencil in a date that works for you and I, since we know we are getting together no matter what. That way we both have a date saved in our datebooks. If we have to move it later, no problem. So, who do you know that is fun?

"I DON'T KNOW ANYONE".....*oh that is totally cool, and I'm coming even if it's just you. But let's brainstorm and see who we can come up with. I always say you may as well invite some people since we are getting together anyway, cause someone will probably come and then you get free stuff and we have a little more fun. (brainstorm with her for ideas.....neighbors, mom, sister, coworkers, kids friends parents, etc)*