

Coaching Cards for the Holidays

Use these scripts when calling to coach your classes!

DOUBLE BOOKING

"I'm going to put you down on this date, which you feel is the best time for you, although I already have another tentative date for that time. There is a good possibility my other hostess may change the date. If she should select to keep the date, of course, you understand that I will be obligated to hold her class since it was booked first. If this should happen, I will be very careful to select someone I know you will enjoy having. However, I am fairly certain I will be there. OK?"

REFERRALS

"My goal this week is to give a facial to five people who have never tried Mary Kay products before. Who do you know whom you feel would really enjoy the luxury of a personalized skin care appointment? When someone you refer to me has a makeover, you will receive \$5 in FREE Mary Kay products."

FOUR-POINT RECRUITING PLAN

Before every skin care class, ask the hostess, "Who is coming today who might be interested in doing what I do? How about you?"

Give a heartfelt, enthusiastic talk about why YOU like YOUR career.

Select at least one person at every class. Offer a special gift for anyone who recommends someone and is accepted by the company and becomes a consultant.

TO INVITE A GUEST TO A FUNCTION

"Mary, so many exciting things are happening at Mary Kay; I'd really love to share them with you. Better yet, I'd love to have you see for yourself how rewarding and fun a career in Mary Kay can be. Our unit is having a (guest night/unit mtg.) on (day, date and time). Why don't you come as my guest? I'll pick you up at (time). After the meeting, I can answer any questions you may have, ok?" Call her day of meeting: "I will just keep you a minute! I was calling to ask if you would prefer (mascara, lip gloss, etc.) or a (different MK product under \$10). I will be presenting you a gift for being my special guest this evening."

TENTATIVE DATE BOOKING

"Well _____, I know when you do have your class, you'd like your hostess to receive credit for it, wouldn't you?" (Nod you head.) "Then suppose we do it this way. We can set a tentative date now, with the understanding that if the time comes and it is inconvenient, you can call me and we'll change the date. That way (your hostess's name) will receive credit for your having booked from her class, ok? Let's take a look at the calendar and find something you think will work. Which part of the week is best for you, the first part or the last? Which day? Morning or afternoon?"

FACIAL BOX BOOKINGS

"Hello, Ms. _____ (or her first name if it's on the slip). I am a professional Mary Kay Beauty Consultant. The other day when you were in (shop name), you registered for a complimentary makeover. I am so excited about introducing you to our fabulous product line. You are going to love it! When would be a convenient time for you, morning or afternoon? First part of the week or the last?"

BOOKING FROM A SKIN CARE CLASS

"At every skin care class I always select a couple of people that I would like most to have as my future hostesses – and today I have selected YOU!"

Tell me _____, when we get together for your second facial, is there any reason why you couldn't invite some friends? I think you would be great!!!"

PRE PROFILE FROM HOSTESS GUEST LIST

"Hello, this is _____. I'll be teaching _____'s skin care class next _____(date). If you have just a minute, I would like to ask you some questions about your skin." Ask her questions on profile – then.....

"Have you ever had a Mary Kay facial?"

"Are you sensitive to any ingredient?"

"Do you prefer warm or cool colors?"

Give her the time of the class. "It is casual - No obligation! See you there!!!"

CONVERSATIONAL BOOKING: Perfect for when you are out holiday shopping!

(Key: Be Friendly and Smile)

Sincere compliment – "My name is _____. I teach skin care with Mary Kay Cosmetics. I would love to offer you my free makeover. Here is a sample to try. If it's alright, I will call you in a day or two to get your opinion. Here's my name and number and I'll need to get yours so I can call you back."