

## How to book for YOUR Holiday Makeover Party

Hi, may I speak to \_\_\_\_\_ please? Hi, \_\_\_\_\_, this is (your name) with Mary Kay how are you? Great! Did I catch you at a good time – do you have just one quick minute for me? Okay thanks! The reason I am calling is because we have recently launched our BEST holiday product line EVER and I could NOT be more excited! I can't wait for all of my preferred customers to get their holiday makeover using our new products! You are going to LOVE them.

Now because I'm so excited about letting everyone try these hot new products, I am hosting a very special Holiday Makeover Party at my house JUST for my preferred customers, and I would LOVE for you to come! We are going to have yummy snacks and enjoy a fast and fun holiday makeover, complete with door prizes and specials for the day!

The party will be held on \_\_\_\_\_ at (time)\_\_\_\_\_ and I would love to save you a seat! Is there any reason why you won't be able to make it?

**IF SHE CAN COME:** Great! I can't wait to see you! We will begin at \_\_\_\_\_ on the dot, and I'm even going to have an on-time drawing, so feel free to arrive as early as 15 minutes before the party. I'll be ready for you! And \_\_\_\_\_, we are going to have a raffle drawing that day for some fabulous prizes so you can receive an extra raffle ticket for each guest you bring with you - can you think of any friends who might like to join you? Just let me know before the party if you have anyone coming, OK? I'll give call to confirm as the date gets closer and I'll send you an invitation to put on your fridge so you don't forget about me! Can't wait to see you at the party!

**IF SHE CAN'T COME:** Oh we are going to miss you but I totally understand. I hate for you to miss out on this wonderful makeover, though, why don't we set up a time for us to get together on a different date – perhaps you can join me at one of my other Holiday Makeovers or we could do it just you and me. What generally works best for you: weekdays or weekends? (offer guest events or set up a time for the two of you)

Now, \_\_\_\_\_, you can share your session with a couple of friends and we can do this all together – and you can take part in my party rewards where you select \$75 worth of product and pay \$35 – that's \$40 in free product! And you get that just for holding your party with me on our original date. Who can you think of that might like to join you?

## How to book for HER Holiday Makeover Party

Hi, may I speak to \_\_\_\_\_ please? Hi, \_\_\_\_\_, this is (your name) with Mary Kay how are you? Great! Did I catch you at a good time – do you have just one quick minute for me? Okay thanks! The reason I am calling is because we have recently launched our BEST holiday product line EVER and I could NOT be more excited! I can't wait for all of my preferred customers to get their holiday makeover using our new products! You are going to LOVE them.

I am also excited b/c I am a part of a campaign where we are working to enrich the lives of 1000 women before Christmas to help them look and feel more beautiful! Women just do not get enough appreciate and attention so I am making it my mission this Holiday season to appreciate everyone I can and I would LOVE for you to be a part of this with me!

I would love to set up a time, \_\_\_\_\_, where you and I could get together and let me give you a complimentary Holiday makeover so you can be a part of our 1000 lives enriched campaign! I'll even get to take your before and after picture so I can complete my training and goal to do 30 holiday makeovers, specifically using the new Holiday products! I'll earn a great prize for this and I know you are going to LOVE it!

So is there any reason we couldn't get together sometime in the next week or two for just a couple of hours? Great! Tell me, which works better for you: weekdays or weekends? (Offer guest events or other times in your date book).

Now, \_\_\_\_\_, you can share your session with a couple of friends and we can do this all together – and you can take part in my party rewards! You can select \$75 worth of product and pay \$35 – so that's \$40 in free product! And you get that just for holding your party with me on our original date. So who can you think of that might like to join you?

Okay well you think about it and I will call you back on \_\_\_\_\_ (set up date and time) to find out who you'd like to invite. I can take care of the rest and find out if they are able to come and find out a little bit about their skin and preferences.

Well I can't wait to party with you \_\_\_\_\_ ! It's going to be a blast! I'll call you on \_\_\_\_\_ to find out who you're inviting and we'll go from there! Talk to you then!