

## New Consultant Script

Hey Susie Q! Hope you're doing well! So I did something crazy... I became Mary Kay Consultant!! Lol! I am pretty excited though and can't wait to see where it takes me. I'm obviously really new and clueless, so I could use as much practice as possible. Part of my training is to giveaway 30 free makeovers in my first month so I can get some feedback on our products. Would you mind "lending me your face" and letting me practice on you? Only takes about an hour and I'll even give you a \$15 gift card to spend on the products of your choice! I would seriously appreciate this so much!

## CONFIRM DATE AND TIME

Perfect!! I can't wait! Thank you so much! And I do have a favor to ask... would you want to invite a friend or two?! I still need 29 more faces, and it's way more fun when a friend joins you! She will get a gift from me as well!

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## Power Booking Scripts for Referrals

### 1st text (REFERRALS)

Hi Cayla! This is Katy with Mary Kay! I don't think we've met, but Brittany was gifted with 20 pampering packages including a \$15 gift card & she wanted one of them to go to you! Should I text or call you with the details?

### 2nd text if no response (REFERRALS)

Hi Ruz! It's Katy with Mary Kay. Just wanted to follow up and see if you were interested in the details of your pampering package from Sara Chavarria. It's totally fine if you aren't interested. I just always like to double check b/c I know how easy it is for texts to get buried haha! Hope your having a good week!

3rd Text if no response (REFERRALS)

Hey Lauren! Totally don't want to bother you, but just wanted to see if you wanted to take advantage of your Mary Kay Pampering Package from Susan! If not, no worries! Just let me know so I can select another winner. Have a wonderful week and thanks for getting back to me either way!

4th Text if no response (REFERRALS)

Hi Laren! This is Katy with Mary Kay trying one last time to reach you regarding your pampering session from Allison! If I don't hear back from you, I'll assume you're super busy right now and will follow up in a few months!

IF THEY WANT DETAILS

Ok!! Awesome! So your complimentary package includes a skin consultation paired with a spa lip treatment & an easy Fall color look! Plus, you'll get your gift card AND a gift bag with extra free product! Where are you located?? And then can we compare calendars!

WHEN THEY RESPOND WITH LOCATION - "Great! Do weekends or weekdays work best for you?"

IF THEY SAY WEEKDAYS - "Awesome! What does Monday night look like for you?!"

IF THEY ARE AVAILABLE - "Well, I actually host a makeover event on Monday nights at the \_\_\_\_\_ every Monday at 6 PM! It's totally free and a lot of fun, plus you can use your gift card there! Is that something you'd want to do?"

IF THAT DOESN'T WORK - Book her for another time!

## ASK HER TO INVITE FRIENDS AFTER APPT IS CONFIRMED

Awesome! It's in my calendar! And I have found most people love doing this experience with a few girlfriends and your gift bag will get sweeter if you have friends join you – so you can totally have up to 5 people join you as long as they're over 18! All your friends will get a gift from me as well! Is that something you think you could do?!

## AGREE TO INVITE FRIENDS

Perfect! Go ahead and copy and send the texts below. I would go ahead and send it to 15 people...That way for sure 5 will come with you! And if all 15 RSVP YES...Then I'll just have to go ahead and break the rules and give more free stuff away! Shhh, don't tell! 😂🙈  
Excited to meet you! I'll keep you updated on who responds! If I get responses starting tonight, you get a free mascara! 📌📌📌

## HAVE HER SEND TO HER FRIENDS...

Hey girl! I'm super excited! Today I was gifted a pampering package for myself and 5 of my friends from Mary Kay!! You know how much I LOVE you, so you are one of the 5 that I picked! We are all meeting at \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_ - does that work for you? Part of the package is that you get a customized swag bag with some fun products in it! Can you text Katy at 3148794074 with your RSVP and so that she can make sure she customizes your gift bag with products YOU WILL LOVE?!

## FRIENDS WHO TEXT BACK

Hi girl! Super excited to meet you! For your gift bag, do you want more makeup or skin care? Also, please answer these questions so I can come prepared for you: 1) Have you ever used Mary Kay before? 2) Is

there anything going on with your skin currently that I can help you with? 🎀 Katy

IF YOU HAVE A WOMAN WHO IS NOT INTERESTED...

Thanks for texting me back! It always speaks volumes about a woman who understands not wasting another woman's time!! I appreciate the response and have an awesome week!!

GIFTING YOUR GUEST... SEND A DAY OR TWO BEFORE!

Hey Susie! It's Katy with Mary Kay! Just checking to see if we're still good for tomorrow at \_\_\_\_\_!!

WHEN THEY REPLY YES

Yay! So I'm going to have you go on my website and pre-select your free gift of \$20! You'll essentially just go on and shop, and it's fine if you're under or over \$20, we can adjust it tomorrow! Shop till you drop! And I'll just take \$20 off your total! When you go to checkout, just select "contact consultant about payment" and that allows me to process it as a free gift for you, and I'll be able to bring that product with me tomorrow to give you!!! 💕💕 [www.marykay.com/katygoldsteinstl](http://www.marykay.com/katygoldsteinstl)

SWELLING FOR GUESTS OF GUESTS

Hey Susie! It's Katy with Mary Kay! I know you're attending our the makeover event tonight, but I have a favor to ask!! We have a couple seats left to fill for tonight, do you have any family or friends you could bring with you? They will also get a goody bag AND you get a mascara for free for helping us fill those spots! Let me know either way!!