

# SCRIPT FOR BOOKING YOUR POWER START

Hi, \_\_\_\_\_ this is \_\_\_\_\_. Guess what? (let her answer) I just started a new business! (Let her talk) I just became a consultant with Mary Kay Cosmetics! (Let her talk, chit chat a bit).

So anyway, I'm calling to see if you'll let me borrow your face to practice on. (Wait for her reply) Great! I knew I could count on you.

Let me tell you the dates I have available so you can pick what's best for you. I have \_\_\_\_\_(date) at \_\_\_\_ (time) OR \_\_\_\_\_(date) at \_\_\_\_ (time). Which of those is better for you?

You know, as part of my training, I need to do 30 practice facials in the next 2 weeks. I can do up to 6 facials at one time. Who else can you think of who might be willing to let me practice on them at the same time? (Wait for an answer. Keep saying "anyone else?" until she can't think of anymore.) I know it's hard to come up with people on the spot, so I'll tell you what... if you can put a list together, I'll mail them all an invitation. If 3-5 of them decide to come, I'd be in a position to give you some free product for bringing them. How does that sound?

Ok- now I need to ask you a couple of quick questions about your skin type so I can have the right products ready for you. (Profile her using your profile card.) I'll need to get the same information from everyone else who decided to come to the class, too. Can I get your guest list later today or would tomorrow be better? What time should I call you? What # should I call? Great! I'll need names, addresses and phone numbers for those you decide to invite, okay?

One last thing, \_\_ (name). These are my training classes and I have to hold them during a certain time period to get credit, so I want you to know I'll keep this appointment no matter what... Can I count on you, too? Great! Thanks again for helping me out. I promise it will be a lot of fun!