

Booking Scripts



IF YOU CAN MASTER THE SKILL OF BOOKING,
YOU CAN MASTER MARY KAY.

EMILY FRANKS
SENIOR SALES DIRECTOR

Power Booking Scripts

BOOKING FRIENDS AND FAMILY (NEW CONSULTANTS)

TEXT OR CALL - DAY 1

Hi _____! So I know this is super random and you probably didn't know this, but I'm a Mary Kay Beauty Consultant and am doing some training and I am looking to do 6 practice Beauty Experiences in my first month. Any chance you could be one of my 6? I thought of you first! It would mean so much to me!

TEXT OR CALL - DAY 4

Hi _____! My phone has been a little bit wacky lately and I just wanted to make sure you received my last text about the pore-cleansing facial and Beauty Experience! Is that something you would be willing to help me out with??

TEXT OR CALL - DAY 7

Hi _____! I really want to reach my Beauty Experience goal and I haven't heard back from you so I wanted to touch base and make sure you are getting my messages :) Just let me know either way! xoxo

TEXT OR CALL - DAY 11

Hello _____! Wanted to follow up with you one last time. I am still working to finish up my first 6 Beauty Experiences and would love your help. If I don't hear back from you, I will assume you are super busy right now and make a note to touch base with you in a few months!

Power Booking Scripts

BOOKING REFERRALS FROM PARTIES

TEXT OR CALL - DAY 1

Hi _____! This is Emily with Mary Kay and I don't think we have met, but we both know Allie Johnson! We got together for a pore-cleansing facial had so much fun! Allie was given the opportunity to gift a free Facial Experience to a couple of deserving ladies and she chose you as one of them! Do you prefer a call or a text you with the details?

TEXT OR CALL - DAY 4

Hi _____! It's Emily with Mary Kay! My phone has been a little bit wacky lately and I just wanted to make sure you received my text about the free Facial Experience that your girlfriend gifted to you! Do you prefer that I call or text you with the details?

TEXT OR CALL - DAY 7

Hi _____! Totally don't want to bother you, but just wanted to see if you wanted to take advantage of the free facial experience that _____ gifted you? If not, no worries! Just let me know so I can pass the gift along to the next person. Have a wonderful week and thanks for getting back to me either way!

TEXT OR CALL - DAY 11

Hello! It's Emily with Mary Kay! I just wanted to reach out to you one last time about the free beauty experience! If I don't hear back from you, I will assume you're super busy and reach out to you again in a few months!

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REACHING OUT TO CUSTOMERS FOR AN UPDATE FACIAL

TEXT OR CALL - DAY 1

Hi _____! How are you? I just got my new Limited Edition _____ in and I need a few face models to give feedback on them so I can determine what to stock. Thought I'd ask you! Any chance you could be my face model? I thought of your first! It would mean so much to me!

TEXT OR CALL - DAY 4

Hi _____! I am not sure if you got my first text, but I am still in need a few face models for the _____, wanna be one? lol

TEXT OR CALL - DAY 7

Hi _____! Just checking, did you get my text the other day? I am still looking for a few face models to try the new _____! Let me know either way if you would be willing to help me out and be one of my face models!

TEXT OR CALL - DAY 11

Hi _____! Just trying one last time to reach you! If I don't hear back from you, I will assume you're super busy right now and will follow up in a few months!

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VENDOR BOOTHS, LEAD BOXES, BRIDAL FAIRS

TEXT OR CALL - DAY 1

Hi _____! This is Emily with Mary Kay! You entered to win a free Beauty Experience at _____ and I just drew your name as one of my winners! Congratulations! Do you prefer I call or text you with details?

TEXT OR CALL - DAY 4

Hi _____! This is Emily with Mary Kay checking in real quick. I didn't hear back from you and wanted to be sure you didn't miss out on the Pore-Cleansing Facial you won! I can't wait to fill you on all the details!

TEXT OR CALL - DAY 7

Hi _____! This is Emily with Mary Kay. Totally don't want to bother you, but just wanted to see if you are interested in claiming your prize with me. If not, no worries, just let me know so I can draw another winner. Have a wonderful week and thanks for getting back to me either way!

TEXT OR CALL - DAY 11

Hi _____! This is Emily with Mary Kay trying one last time to reach you regarding your beauty experience that you entered to win at _____! If I don't hear back from you, I'll go ahead and draw another winner!

Booking Next Steps

WHEN SHE SAYS "YES, WHAT ARE THE DETAILS?"

Sample Dialog

Great! So the appointment consists of a pore-cleansing facial, hot towel, microdermabrasion, a soothing hand treatment, and expert foundation matching for you and up to 6 girlfriends! Does that sound like something you would enjoy?

"Yes it does!"

Perfect! I could do Monday at 6:00pm or Thursday at 7:00pm, which works best for you? (only give two choices at a time)

"Thursday works great! Where does this take place?"

Most people prefer that I come to them, or else I have a location in Eagan available on Monday evenings! Which would you prefer?

"It would be easier if you could come to me."

Great! Could I get your email so I can send you an appointment confirmation with all the details and what to expect?

"Cool, sounds fun. Yes it is mkbeautybyemily@gmail.com"

CONTINUE WITH "COACHING YOUR HOSTESS" PACKET