

# MARY KAY<sup>®</sup>

## COMMUNICATION

**How will you book Suzy for a skin care party given the following scenarios?**

Read the booking script provided for each scenario and consult with your Independent Sales Director or Power Partner to practice.

**Last week, you made plans to meet Suzy, a family friend, for coffee at a local cafe. After you catch up on your families, you mention your most recent accomplishment -- you inform her that you have started your own Mary Kay business...**

### YOU SAY:

Guess what, Suzy, I just started my very own Mary Kay business! I am so excited!

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### SHE SAYS:

Really? So you are working for yourself now? Good for you! How is it going?

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Gosh, I just do minimal skin care makeup these days. Since having the kids, I just haven't had the time for those kinds of things. I don't know if I'd make the best Mary Kay customer.

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A skin care party... that sounds interesting. What exactly will it entail?

### YOU SAY:

I love it! I am looking forward to running my very own business and sharing all of the wonderful products Mary Kay has to offer with friends like you!

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Don't be silly! I would love to pamper you with Mary Kay<sup>®</sup> products. You could host a skin care party, which could earn you some free products just for hosting! It would really help me out!

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It's basically an hour or so of pampering. I'll spend an hour sharing the latest products with you and a few of your friends.

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**SHE SAYS:**

I'd love to help you, but I'm just so busy with the kids these days, and most of my girlfriends work full-time, so it would be difficult to get everyone together.

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Even though I have a hectic schedule, I think I could spare an hour for some quality time with the girls... and you, of course!

**YOU SAY:**

I just know you're going to love the new Mary Kay® products, and I think we'd have a ton of fun at a skin care party with some friends. Are you sure your schedule won't allow for some girl time next week?

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Great! I have my datebook here. I have 4:00 pm next Thursday or 3:00 pm next Saturday available. Which do you think will work best for you and your friends?

**When you are booking your initial skin care parties with friends and family, you may find it to be more time-efficient to call some of the people you know who are unable to meet in person. The dialogue below is an example of how you might conduct that conversation:**

*Hi Suzy! This is (Independent Beauty Consultant's name) Do you have a second to chat? Great! The reason I'm calling is because I have started a new Mary Kay business and would love to share all the new products Mary Kay has to offer with you.*

*Would you like to get a few friends together for a skin care party? It would only take about an hour and you could earn products and have a lot of fun doing it! Is day or evening better for you?*

RACE FOR RED