

MARY KAY[®]

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 accomplishments -- you inform her that you have started your own Mary Kay business...

YOU SAY:

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SHE SAYS:

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

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.

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!

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

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.

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?

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?

