

# Scripts

CONT'D

★★★

## Turn the Facial into a Party

"A fun thing about your appointment is that you can invite your most favorite girlfriends. You receive a \$10 gift card and an additional \$10 for every friend, up to \$50 free. What do you think about inviting some friends?"

## Initial Coaching to get the Guest List

"Ok, I'm really excited! Thanks for your support with this goal. I will take care of all the work so you don't have to worry about it; the only I need from you is a list of girlfriends you want to invite and I will take care of everything else. I have some cute invites I will send to your friends. You earn \_\_\_\_\_ (fill in your promotion) for having 4 friends over 18 attend the appointment... to have 4 show up you usually need to invite 15-20! The next thing we need to do is follow up in 24 hours to confirm the date and at that time, I will get your list of girlfriends to get the invitations sent to them. Would tomorrow evening be a good time for me to follow up with you (*set a specific time*)?"

## Confirmation Call

24 Hours Later

- Confirm the date
- Get her guest list
- Ask her questions at the top of the "Party Sheet" to pre-profile her

## Pre-Profiling Voicemail

Use this to call the people on your hostess guest list before the party

Hi, \_\_\_! This is Leah, I am friends with Jane Doe and I am the Mary Kay lady doing Jane's party on Friday! I wanted to call to introduce myself and ask a few questions about your skin and makeup preferences so I can come prepared. We are going to have a lot of fun and it will be super chill and a relaxing night in. We will do a Satin Hands treatment 10 minutes before the party starts and I will bring a goodie bag of samples for everyone who comes! Can't wait to meet you! *\*Send a follow-up text to let her know you left a voicemail.*