

12-Touch Tracking Sheet Professional Booking

SHARING

please note which Sharing Conversation Card script you used:
 S-1, s-2, s-3, etc.
 Text; then call and leave a voicemail

<i>First 3 touches in a week</i>	<i>Second 3 touches in week (2 months later)</i>	<i>Third 3 touches in week (2 months later)</i>	<i>Fourth 3 touches in week (2 months later)</i>
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NAME	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th
	Touch a prospective client/team member 3 times in one week. Then if no response, shift 2 months later											
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NEW CONSULTANT

N-live call

Hi...! It's.... How are you? Do you have a quick minute? Great. I recently started my own business treating women to free Beauty Experiences, teaching skin care and makeup with Mary Kay, and I'm so excited! I have selected 10 women in my life to receive ultimate Beauty Experience packages and lots of free gift cards — and YES, I've selected YOU! ... Great!

So I'm setting up appointments for the next two weeks or so, and wondering which works better for you—an afternoon or evening? ***offer 2 choices that work for you*** Wonderful!

Is it better for you early in the week or later in the week? ***offer 2 choices*** Great! How about *xx this or xx time*? Great! So we'll meet on ___ day at ___ time at (my house).

Here's how the Gift Certificate works. During your Beauty Experience, you'll get a \$10 GC from me just because. Or... you can upgrade and get up to 5—TEN DOLLAR gift certificates free for yourself, one per friend who shares your Beauty Experience with you! Which would you prefer, a \$10 GC? or up to \$50? Wonderful! And, when you invite girls, anyone who can't attend might want to order a mascara and an eye makeup remover... when you have 5 girls who order anything, then you'll get another GC! Wow!

So let me confirm the day and time ___ (and location). I'll send you a quick text to confirm. I'd love for you to get as many GCs as possible— how many gift certificates would you like to get? Great! Just send me your friends' names and numbers by text (or we can do it right now if you have time), and I'll text them, because I'll get a gift ready for each one of them. Think of 10 friends to invite, and of course they won't all say yes and I only do 6 at one time anyway! You're going to get lots of Gift Certificates! I'm so excited!

___ **what would you like** to improve about your skin? Great, we've got wonderful products for that! ___ and what are you currently using to wash your face? Great, so if you love that, then I know you'll give me your honest opinion during our Beauty Experience. What would you like to learn about in the future, maybe more glamour, or more spa, or more anti-aging? Awesome! Thank you so much! I'm looking forward to pampering you!

IMMEDIATELY SEND TEXT: *Hi ... It's me, and I'm so excited about your Miracle Face Beauty Experience on (day/date) at (time) at (location). I am 100% committed to you! All you do is bring the guests, have a Coke and cookies, and I'll do the rest! You want (five) \$10 gift certificates, right?! So when you text me back today with the names/numbers of 8-10 girlfriends you'd like to invite, you'll get a \$10 GC too! Thank you so much, _____. I'll touch base again tomorrow! — my name, website, look book link*

NEW CONSULTANT—1st contact

N-1

Hi...! It's.... Hope you're great, girl! I recently started my own business teaching treating women to free Beauty Experiences, teaching skin care and makeup with Mary Kay, and I'm so excited! I have selected 10 women in my life to receive ultimate Beauty Experience packages and lots of free gift cards — and YES, I've selected YOU! Yeah!!! So please call me back, so I can fill you in on all the details!

IMMEDIATELY SEND TEXT: *Hi ... I left you a quick voicemail earlier today! Did you get it? You are on the top of my list for a FREE Beauty Experience & Gift Card! If I don't hear back from you, I'll touch back in a few days! — my name, website, look book link*

N-1 / N-4 / N-7 / N-10

NEW CONSULTANT—2nd contact

N-2

(3 days later)

Hi...! It's... with Mary Kay again. Just wanted to follow up with you regarding the Beauty Experience and tons of free Gift Card I have for you! It will be a fun girl time, and it will help me jumpstart my business. Please connect with me when you can! I know you're super busy, so I'll follow up in a couple days if I don't hear from you!

IMMEDIATELY SEND TEXT: *Hi ... just checking back in. I left you another quick voicemail. I didn't hear back from you. Wanted to make sure you didn't miss out on the free Beauty Experience package & Gift Cards!! I can't wait to fill you in on all the details! — my name, website, look book link*

N-2 / N-5 / N-8 / N-11

NEW CONSULTANT—3rd contact

N-3

(3 days later)

Hi...! It's... just following up one last time, about your Beauty Experience package and lots of free gift certificates. If I don't hear back from you, I'll assume you're just super busy, and I'll follow up with you in a couple months!

IMMEDIATELY SEND TEXT: *Hi ... It's me, trying one last time to reach you about the Beauty Experience package and Gift Cards I have for you. Please call or text me today to schedule your fun appt. If I don't hear back from you, I'll assume you're super busy right now, & I'll follow up in a few months! — my name, website, look book link*

N-3 / N-6 / N-9 / N-12

<http://vid.us/t9fxx8> Click here to see all Booking info

SHARING call

Hi...! It's... with MK. How are you? Do you have a quick minute? Great! **I wanted you to know that you have been on my heart and mind.** You're at the top of my list this month to get a free coffee or coke. Congratulations! One of the things I love in my life is my home-based business. Another thing I love is to help others start home-based businesses too. I don't know if you've ever thought about doing something, alongside what you're already doing, to add some extra money, fun, and confidence to yourself and your family. Please call me back as soon as you can, and I can fill you in on the details! If I don't hear back, I'll follow up in a few days.

SHARING call—1st contact

Hi...! It's... with MK. You're at the top of my list this month to get a free coffee or coke. Congratulations! One of the things I love in my life is my home-based business. Another thing I love is to help others start home-based businesses too. I don't know if you've ever thought about doing something, alongside what you're already doing, to add some extra money, fun, and confidence to yourself and your family. Please call me back as soon as you can, and I can fill you in on the details! If I don't hear back, I'll follow up in a few days.

IMMEDIATELY SEND TEXT: *Hi ..., it's ... with Mary Kay! I left you a quick voicemail today. You're on my list for a free coffee or coke, and a \$50 shopping spree. If I don't hear back, I'll touch back in a few days.*

s-1 / s-4 / s-7 / s-10

SHARING call

—2nd contact (3 days later)

Hi...! It's... with Mary Kay again. Just wanted to follow up about your free coffee and a chance to think about the possibilities of having MORE in your life—maybe more money, more confidence, more joy, and more time with your family! I know you're super busy, so I'll follow up in a few days if I don't hear back from you.

S-2

IMMEDIATELY SEND TEXT: *Hi ... It's ... with Mary Kay. Just checking back in. I left you another quick voicemail. I didn't hear back from you. Wanted to make sure you don't miss out on a chance for free coffee & more confidence! Can't wait to fill you in on all the details!*

s-2 / s-5 / s-8 / s-11

SHARING call—3rd contact

(3 days later)

Hi...! It's... with MK, following up one last time about your free coffee & a relaxed few minutes together! What if you could be enjoying more money, more confidence & more joy? Wouldn't that be awesome?! And remember, there's absolutely no obligation for you or for me, _____. Please call or text me today if possible. If I don't hear back from you, I'll assume you're super busy, and I'll touch back in a couple months.

S-3

IMMEDIATELY SEND TEXT: *Hi ... It's me, trying one last time to treat you to a free coffee with me & think about enjoying MORE! If I don't hear back from you, I'll assume you're super busy, and I'll*

s-3 / s-6 / s-9 / s-12

S-LIVE

Hi...! It's... with MK. How are you? Do you have a quick minute? Great! **I wanted you to know that you have been on my heart and mind.** You're at the top of my list this month to get a free coffee or coke. Congratulations! One of the things I love in my life is my home-based business. Another thing I love is to help others start home-based businesses too. I don't know if you've ever thought about doing something, alongside what you're already doing, to add some extra money to yourself and your family. _____, there's obligation at all for you or for me. **I'm setting up Coffee & Coke chats** for the next few days or so, and I'm wondering which works better for you—a morning, lunch break, or right after work? **offer 2 choices that work for you** Great! Is beginning of week or end of week better? Great! I do my home, or at the *** café on ____ Street. Which is better for you? Great.

Great! Let me confirm the day and time____, and we'll be meeting at the _____. I'll send you a quick text to confirm. **May I send you a quick link** to a video I'd love for you to watch before we meet and give me your feedback on? Great! I'll include it on the text too. **Since I'm still in management training,** _____ would it be ok if I can get my director to meet with us both? **And if you'd like to have a girlfriend** or coworker join us, that would be fine too. Would you prefer that? Or alone? Wonderful! Thank you so much, _____. **May I ask you one last question?** Thank you so much for your time, and until we meet, would you be thinking about this... what is the ONE thing, the most important thing, that you'd like to see change, to get better in your life? It might be travel, better girlfriends, more confidence, more money, more time with your family, less debt, whatever... Just be thinking about it. I can't wait! Thanks again!

IMMEDIATELY SEND TEXT: *Hi Looking forward to seeing you at (time) on (day/date) at (café name) for our Coffee & Coke Chat. It's my treat! Thank you for listening to this quick video. It's my director Sandy's MK story, and you'll be in our \$50 monthly shopping spree drawing when you fill out the Feedback at the bottom of the video and meet with me. See you then! Click here: www.welchswomen.com/Opportunity (and scroll down to fill out the feedback form)*

BUSINESS CARD CONTACT

C-live call

Hi...! It's.... How are you? Do you have a quick minute? Great. It was great meeting you yesterday at ____! I'm calling to share some fun news with you! I'm doing (**Beauty Experiences) right now, and I have ten \$20 gift certificates to give away this month. I want YOU to have one!!

So I'm setting up appointments for the next two weeks or so, and wondering which works better for you—an afternoon or evening? **offer 2 choices that work for you** Wonderful!

Is it better for you early in the week or later in the week? **offer 2 choices** Great! **How about xx this or xx time?** Great! So we'll meet on ____ day at ____ time at (my house).

Here's how the Gift Certificate works. During your Beauty Experience, you'll get a \$10 GC from me just because. Or... you can upgrade and get up to 5-\$10 gift certificates free for yourself, one per friend who shares your Beauty Experience with you! Which would you prefer, a \$10 GC or up to \$50? Wonderful! And, when you invite girls and they cannot attend, you can ask them if they'd like a mascara and an eye makeup remover... when you have 5 girls they order anything, then you'll get another GC! Wow!

So let me confirm the day and time ____ (and location). I'll send you a quick text to confirm. I'd love for you to get as many GCs as possible— how many gift certificates would you like to get? Great! Just send me your friends' names and numbers by text (or we can do it right now if you have time), and I'll text them, because I'll get a gift ready for each one of them. Think of 10 friends to invite, and of course they won't all say yes and I only do 6 at one time anyway! You're going to get lots of Gift Certificates! I'm so excited!

what would you like to improve about your skin? Great, we've got wonderful products for that! ____ and what are you currently using to wash your face? Great, so if you love that, then I know you'll give me your honest opinion during our Beauty Experience. What would you like to learn about in the future, maybe more glamour, or more spa, or more anti-aging? Awesome! Thank you so much! I'm looking forward to pampering you!

IMMEDIATELY SEND TEXT: Hi ... It's me, and I'm so excited about your Miracle Beauty Experience on (day/date) at (time) at (location). I am 100% committed to you! All you do is bring the guests, have a Coke and cookies, and I'll do the rest! You want (five) \$10 gift certificates, right?! So when you text me back today with the names/numbers of 8-10 girlfriends you'd like to invite, you'll get a \$10 GC too! Thank you so much, _____. I'll touch base again tomorrow! — my name, website, look book link

BUSINESS CARD CONTACT—1st contact

C-1

Hi...! It's.... Hope you're doing great! It was great meeting you yesterday at ____! I'm calling to share some fun news with you! I'm doing (** beauty experiences) right now, and I have ten \$20 gift certificates to give away this month. I want YOU to have one!! So please call me back, so I can fill you in on all the details!

IMMEDIATELY SEND TEXT: Hi ... I left you a quick voicemail earlier today! Did you get it? You are on the top of my list for a FREE pampering session & Gift Card! If I don't hear back from you, I'll touch back in a few days! — my name, website, look book link

c-1 / c-4 / c-7 / c-10

BUSINESS CARD CONTACT

C-2

—2nd contact (3 days later)

Hi...! It's... with Mary Kay again. Just wanted to follow up with you about the (** Beauty Experience) and \$20 Gift Card! It's fast, fun and free, and I'm looking forward to our time together. Please connect with me when you can! I know you're super busy, so I'll follow up in a couple days if I don't hear from you!

IMMEDIATELY SEND TEXT: Hi ... just checking back in. I left you another quick voicemail. I didn't hear back from you. Wanted to make sure you listened & didn't miss out on the free Beauty Experience & Gift Card! I can't wait to fill you in on all the details! — my name, website, look book link

c-2 / c-5 / c-8 / c-11

BUSINESS CARD CONTACT

C-3

—3rd contact (3 days later)

Hi...! It's... just following up one last time, about your Beauty Experience and Gift Card. If I don't hear back from you, I'll assume you're just super busy, and I'll follow up with you in a couple months!

IMMEDIATELY SEND TEXT: Hi ... It's me, trying one last time to reach you about the Beauty Experience and Gift Card I have for you. Please call or text me today to schedule this fun appt. If I don't hear back from you, I'll assume you're super busy right now, & I'll follow up in a few months! — my name, website, look book link

c-3 / c-6 / c-9 / c-12

EVENT CONTACT

E-live call

Hi...! It's.... Is this ___? Great! I'm calling with some fun news! I just picked your name as a winner from the ___ show! You've won a fabulous (** Beauty Experience) & gift certificate. Congratulations! ... Do you have a quick minute for me to tell you the details? Great.

So I'm setting up appointments for the next two weeks or so, and wondering which works better for you—an afternoon or evening? ****offer 2 choices that work for you**** Wonderful!

Is it better for you early in the week or later in the week? ****offer 2 choices**** Great! **How about xx this or xx time?** Great! So we'll meet on ___ day at ___ time at (my house).

Here's how the Gift Certificate works. During your Beauty Experience, you'll get a \$10 GC from me, just because! Or... you can upgrade and get up to 5-\$10 gift certificates free for yourself, one per friend who shares your Beauty Experience with you! Which would you prefer, a \$10 GC or up to \$50? Wonderful! And, when you invite girls and they cannot attend, you can ask them if they'd like a mascara and an eye makeup remover... when you have 5 girls who order anything, then you'll get another GC! Wow!

So let me confirm the day and time ___ (and location). I'll send you a quick text to confirm. I'd love for you to get as many GCs as possible— how many gift certificates would you like to get? Great! Just send me your friends' names and numbers by text (or we can do it right now if you have time), and I'll text them, because I'll get a gift ready for each one of them. Think of 10 friends to invite, and of course they won't all say yes and I only do 6 at one time anyway! You're going to get lots of Gift Certificates! I'm so excited!

___ **what would you like** to improve about your skin? Great, we've got wonderful products for that! ___ and what are you currently using to wash your face? Great, so if you love that, then I know you'll give me your honest opinion during our Beauty Experience. What would you like to learn about in the future, maybe more glamour, or more spa, or more anti-aging? Awesome! Thank you so much! I'm looking forward to pampering you!

IMMEDIATELY SEND TEXT: Hi ... It's me, and I'm so excited about your Miracle Beauty Experience on (day/date) at (time) at (location). I am 100% committed to you! All you do is bring the guests, have a Coke and cookies, and I'll do the rest! You want (five) \$10 gift certificates, right?! So when you text me back today with the names/numbers of 8-10 girlfriends you'd like to invite, you'll get a \$10 GC too! Thank you so much, ___. I'll touch base again tomorrow! — my name, website, look book link

EVENT CONTACT—1st contact

E-1

Hi...! It's.... Hope you're doing great! I'm calling with some fun news! I just picked your name as a winner from the ___ show! You've won a fabulous (** Beauty Experience) & gift certificate. Congratulations! So please call me back, so I can fill you in on all the details!

IMMEDIATELY SEND TEXT: Hi ... I left you a quick voicemail earlier today! Did you get it? You are on the top of my list for a FREE pampering session & Gift Card! If I don't hear back from you, I'll touch back in a few days! - my name, website, look book link

e-1 / e-4 / e-7 / e-10

EVENT CONTACT

—2nd contact (3 days later)

Hi...! It's... with Mary Kay again. Just wanted to follow up with you about being one of my winners! I have an awesome Beauty Experience and gift certificate waiting for you. I'm sure you're super busy, so I'll follow up in a few days if I don't hear from you!

IMMEDIATELY SEND TEXT: Hi ... just checking back in. I left you another quick voicemail. I didn't hear back from you. Wanted to make sure you listened & get your gift of the free Beauty Experience & Gift Card! I can't wait to fill you in on all the details! — my name, website, look book link

e-2 / e-5 / e-8 / e-11

EVENT CONTACT

—3rd contact (3 days later)

Hi...! It's... just following up one last time, about your Beauty Experience and Gift Card. Please call or text me today if possible. If I don't hear back from you, I'll assume you're just super busy, and I'll pass it along to another winner for the time being & then touch back in a couple months.

IMMEDIATELY SEND TEXT: Hi ... It's me, trying one last time to reach you about the Beauty Experience and Gift Card you won. Please call or text me today to schedule this fun appt. If I don't hear back from you, I'll assume you're super busy right now, & I'll follow up in a few months! - my name, website, look book link

e-3 / e-6 / e-9 / e-12

GIRLFRIEND CONTACT

G-live call

Hi...! It's.... Is this ___? Great! You actually don't know me but ___ said that this is the best way to reach you! Your friend had 5 gift cards for free Beauty Experiences, and she chose YOU to have one! Congratulations!... Do you have a quick minute for me to tell you the details? Great.

So I'm setting up appointments for the next two weeks or so, and wondering which works better for you—an afternoon or evening? ****offer 2 choices that work for you**** Wonderful!

Is it better for you early in the week or later in the week? ****offer 2 choices**** Great! **How about xx this or xx time?** Great! So we'll meet on ___ day at ___ time at (my house).

Here's how the Gift Certificate works. During your Beauty Experience, you'll get a \$10 GC from your friend, just because she loves you! AND... you can upgrade and get up to 5-\$10 gift certificates free for yourself, one per friend who shares your Beauty Experience with you! Which would you prefer, a \$10 GC or up to \$50? Wonderful! And, when you invite girls and they cannot attend, you can ask them if they'd like a mascara and an eye makeup remover... when you have 5 girls who order anything, then you'll get another GC! Wow!

So let me confirm the day and time ___ (and location). I'll send you a quick text to confirm. I'd love for you to get as many GCs as possible— how many gift certificates would you like to get? Great! Just send me your friends' names and numbers by text (or we can do it right now if you have time), and I'll text them, because I'll get a gift ready for each one of them. Think of 10 friends to invite, and of course they won't all say yes and I only do 6 at one time anyway! You're going to get lots of Gift Certificates! I'm so excited!

___, **what would you like** to improve about your skin? Great, we've got wonderful products for that! ___ and what are you currently using to wash your face? Great, so if you love that, then I know you'll give me your honest opinion during our Beauty Experience. What would you like to learn about in the future, maybe more glamour, or more spa, or more anti-aging? Awesome! Thank you so much! I'm looking forward to pampering you!

IMMEDIATELY SEND TEXT: Hi ... It's me, and I'm so excited about your Miracle Beauty Experience on (day/date) at (time) at (location). I am 100% committed to you! All you do is bring the guests, have a Coke and cookies, and I'll do the rest! You want (five) \$10 gift certificates, right?! So when you text me back today with the names/numbers of 8-10 girlfriends you'd like to invite, you'll get a \$10 GC too! Thank you so much, ___. I'll touch base again tomorrow! — my name, website, look book link

GIRLFRIEND CONTACT—1st contact

G-1

Hi...! It's... You actually don't know me but ___ said that this is the best way to reach you! Your friend had 5 gift cards for free Beauty Experiences, and she chose YOU to have one! Congratulations! So please call me back as soon as you can, so I can fill you in on all the details! If I don't hear back, I'll follow up in a few days. Again, this is ** , **'s MK friend, and my number is ...

IMMEDIATELY SEND TEXT: Hi ... I left you a quick voicemail earlier today! Did you get it? Your friend ___ reserved a fabulous gift just for you! WOW! If I don't hear back from you, I'll touch back in a few days. - my name, website, look book link

g-1 / g-4 / g-7 / g-10

GIRLFRIEND CONTACT

—2nd contact (3 days later)

Hi...! It's... with Mary Kay again. Just wanted to follow up with you about the gift that was given to you by your friend ___. I'm sure you're super busy, so I'll follow up in a few days if I don't hear from you!

IMMEDIATELY SEND TEXT: Hi ... just checking back in. I left you another quick voicemail. I didn't hear back from you. I didn't hear back from you & wanted to make sure you get your gift from your friend ___. I can't wait to fill you in on all the details! — my name, website, look book link

g-2 / g-5 / g-8 / g-11

GIRLFRIEND CONTACT

—3rd contact (3 days later)

Hi...! It's... just following up one last time, about your free gift I've reserved for you from your friend ___. Please call or text me today if possible. If I don't hear back from you, I'll assume you're just super busy, and I'll touch back in a couple months.

IMMEDIATELY SEND TEXT: Hi ... It's me, trying one last time about your free gift from ___. Such a super fun gift! If I don't hear back, I'll assume you're super busy, and I'll touch back in a couple months. - my name, website, look book link

g-3 / g-6 / g-9 / g-12

<http://vid.us/49fvx8> Click here to see all Booking info

HAPPY BIRTHDAY CONTACT HB-live call it's important to call during the first week of the month!

Hi...! It's... Happy birthday! How are you? Do you have a quick minute? Great! Did you know I celebrate birthdays all month long?!

Here's the Birthday news —you have two options this month: #1-you can shop all month long at 10% off, OR #2-I can bring the cupcakes, you can bring 2 or 3 girlfriends, & you can have a "birthday girl shopping spree" at 50% off for yourself! WOW! Do you have a quick minute for me to tell you the details? Great.

So I'm setting up appointments for the next two weeks or so, and wondering which works better for you—an afternoon or evening? ****offer 2 choices that work for you**** Wonderful!

Is it better for you early in the week or later in the week? ****offer 2 choices**** Great! How about **xx this or xx time?** Great! So we'll meet on ___ day at ___ time at (my house).

Here's how the birthday Experience works. During your Birthday Experience, I'll bring the cupcakes for you and your girlfriends. Could you provide a Coke or Coffee? Great! Plus you'll get a Half-Price Shopping Spree just for you (*I do have to charge tax on the full amount*). And your 2-3-4-5 girlfriends come and celebrate and get pampered too, and they can go shopping too at regular price! And ___, you'll invite girls who cannot attend too, so when you have 5 girls order a mascara and an eye makeup remover or something, then you'll get a bonus birthday gift from me! WOW! Isn't that wonderful?!

So let me confirm the day and time ___ (and location). I'll send you a quick text to confirm. I'd love for you to have the best time ever... Just send me your friends' names and numbers by text (or we can do it right now if you have time), and I'll text them, because I'll get a gift ready for each one of them. Think of 10 friends to invite, and of course they won't all say yes, since I only do 6 at one time anyway! It's going to be such fun. I'm so excited!

___, **what would you like** to focus on your Birthday Experience—maybe more glamour, or more spa, or more anti-aging? Awesome! Thank you so much! I'm looking forward to pampering you!

IMMEDIATELY SEND TEXT: *Hi ... It's me, and I'm so excited about your Birthday Experience on (day/date) at (time) at (location). I am 100% committed to you! All you do is bring the guests and a coke, and I bring the cupcakes & everything else. So text me back today with the names/numbers of 8-10 of your best girlfriends! I'll touch base again tomorrow! I really hope you have the best birthday ever this year!— my name, website, look book link*

HAPPY BIRTHDAY CONTACT HB-1
Hi...! It's... with MK. Happy happy birthday all month long! Birthday news —you have two options this month: #1-you can shop all month long at 10% off, OR #2-I can bring the cupcakes, you can bring a couple girlfriends, & you can have a "birthday girl shopping spree" at 50% off for yourself! WOW! I can't wait to share all the details with you, so please give me a call back at _____.

IMMEDIATELY SEND TEXT: *Hi ... I left you a quick voicemail earlier today! Did you get it? I left you a quick Happy birthday voicemail earlier! What do you think? 10% off? Or 50% off? Woohoo! I'll touch back in a few days! — my name, website, look book link*

hb-1 / hb-4

HAPPY BIRTHDAY CONTACT

—2nd contact (3 days later)

Hi...! It's... with Mary Kay again. Just wanted to follow up with you about the 10% off for your birthday, or the 50% off shopping spree! I'm looking forward to our time together. I'm sure you're super busy, so I'll follow up in a few days if I don't hear from you!

IMMEDIATELY SEND TEXT: *Hi ... It's ... with Mary Kay. Just checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened & didn't miss out on the 50% off Birthday Shopping Spree! I can't wait to fill you in on all the details!— my name, website, look book link*

hb-2 / hb-5 /

HAPPY BIRTHDAY CONTACT

—3rd contact (3 days later)

Hi...! It's... just following up one last time, about your Birthday Girl 50% off shopping spree! Time's running out, & I don't want you and your best girlfriends to miss it! If I don't hear back from you, I'll assume you're just super busy, and I'll miss celebrating with you. Happy birthday month!

IMMEDIATELY SEND TEXT: *Hi ... It's me, trying one last time to reach you about the Happy Birthday Half-Price Shopping Spree. Please call or text me today to schedule this fun appt with cupcakes & your 2 best girlfriends! If I don't hear back from you, I'll assume you're super busy right now. - my name, website, look book link*

hb-3 / hb-6

Move BIRTHDAY CONTACTS only 2 weeks ahead, calling on 1st week & then later in month

<http://vid.us/19fvx8> Click here to see all Booking info

HB-3

HB-2

INACTIVE CUSTOMER

IC-live call

Hi...! It's... with MK. How are you? Do you have a quick minute? Great! You're at the top of my list this month to get my new season catalog & my "GET REACQUAINTED special." I'm so sorry I've been out of touch! So with my apologies, I have reserved for you a gift certificate—you can choose either a \$50 or a \$30 gift certificate. **Do you have a moment for me to share the details?** Your "Get Reacquainted Special" is you get to choose a \$50 or \$30 gift certificate, because you're probably running low on your beauty routine products. Do you have another consultant now, ___? Or are you using something other than MK that you're 100% happy with? **I'd love for us to "get reacquainted" with each other,** and I'm so happy to give you a special discount as a "get reacquainted" customer. Which would work better for you, **the 5-piece Repair Set** (with a \$50 Repair gift cert, reg 205, only 155), or a **4-pc Miracle Set skin care** (with a \$30 Miracle Set gift cert, reg 110, only 80)?

If you'd like, you can have a couple girlfriends share a Beauty Experience with you, and I'll upgrade you to a Half-Price Gift Certificate for the set of your choice. Which would you prefer? **Here's how the Get Reacquainted Experience works.** You'll get a Half-Price Shopping Spree (*I do have to charge tax on the full amount though*) - but you get everything you want at 50% off. WOW! Isn't that wonderful?! And, when you invite girlfriends, some of them cannot attend, you can ask them if they'd like a mascara and an eye makeup remover or something... when you have 5 girls who can't come order anything, then you'll get a special gift from me!

So let me confirm the day and time___ (and location). I'll send you a quick text to confirm. I'd love for you to have the best time ever... if you can think of 8-10 friends to invite, they won't all say yes, and I do only 6 at one time. Just send me your friends' names and numbers by text (or we can do it right now if you have time, and I'll text them because I'll get a little gift ready for each one of them too. I'm so excited! ___ **what would you like** to focus on your Birthday Experience—maybe more glamour, or more spa, or more anti-aging? Awesome! Thank you so much! I'm looking forward to pampering you!

IMMEDIATELY SEND TEXT: *Hi ... It's me, and I'm so excited about your Get Reacquainted Beauty Experience on (day/date) at (time) at (location). I am 100% committed to you! All you do is bring the guests, have a Coke and cookies, and I'll do the rest! You can text me back today with the names/numbers of 8-10 girlfriends you'd like to invite, and I'll have a special gift for you! Thank you so much, ___.* I'll touch base again tomorrow! — my name, website, look book link

INACTIVE CUSTOMER—1st contact

IC-1

Hi...! It's... with MK. You're at the top of my list this month to get my new season catalog & my "GET REACQUAINTED special." I'm so sorry I've been out of touch, so with my apologies, I have reserved for you a gift certificate—you can choose either a \$50 or a \$30 certificate. Please call me back as soon as you can, and I can fill you in on the details!

IMMEDIATELY SEND TEXT: *Hi ... I left you a quick voicemail earlier today! Did you get it? You're on my list for a new season catalog, plus either a \$50 or a \$30 gift certificate! If I don't hear back from you, I'll touch back in a few days! — my name, website, look book link*

i-1 / i-4 / i-7 / i-10

INACTIVE CUSTOMER

—2nd contact (3 days later)

Hi...! It's... with Mary Kay again. Just wanted to follow up to see if you'd like a new season catalog plus a free gift certificate for either \$50 or \$30. Please connect with me when you can! I know you're super busy, so I'll follow up in a couple days if I don't hear from you!

IMMEDIATELY SEND TEXT: *Hi ... Just checking back in. I left you another quick voicemail. I didn't hear back from you. Wanted to make sure you don't miss out on a chance for a new LOOK book, plus a \$50 or \$30 gift certificate! Can't wait to fill you in on all the details! — my name, website, look book link*

i-2 / i-5 / i-8 / i-11

INACTIVE CUSTOMER

—3rd contact (3 days later)

Hi...! It's... following up one last time about your free new LOOK book & your choice of either a \$50 or \$30 "Get Reacquainted" gift certificate! If I don't hear back from you, I'll assume you're just super busy, and I'll follow up with you in a couple months!

IMMEDIATELY SEND TEXT: *Hi ... It's me, trying one last time to treat you to a free catalog & your choice of a \$50 or \$30 gift certificate. If I don't hear back from you, I'll assume you're super busy, and I'll touch back in a couple months. — my name, website, look book link*

i-3 / i-6 / i-9 / i-12

<http://vid.us/t9fvx8> Click here to see all Booking info

LOOK BOOK FOLLOWUP

LB-live call

Hi....! It's.... How are you? Do you have a quick minute? Great. I'm excited about our new catalog for the ... season and our new products. I sent you the new LOOK book in the mail. Have you gotten it yet? It's the one with the *** on the cover! ... Great! Did you try the free sample of *** yet on page ***? **Great! So what are you low on,** or wanting new that you can't live without?! Great...what else can I help you with? — Great...what else? — Great...what else? (repeat...until she says "nothing else"). Great!

Right now you're at \$xx, and with only \$xx more, you qualify to get the free gift with purchase? Is there anything else that you'll be needing soon that you'd like to add? Great. **How would you like to take care of that?**

Now, *, if I were to give you a blank check and you could get everything else you wanted today, what would be on your Wish List? Great...and what else? (repeat) ... **I'm setting up "Everything Hot & New" Beauty Experiences** for the next two weeks or so, to try what's new for the season, and wondering which works better for you—an afternoon or evening? **offer 2 choices that work for you** **Wonderful! Here's how the Everything Hot & New Experience works for you, because you got the LOOK Book.** When you and I meet, you'll get a \$10 GC from me. Or you can upgrade to up to 5—\$10 GC just for you—(one per girlfriend age 20 or older who shares your Beauty Experience with you). Which would you prefer, \$10 or up to \$50?

So let me confirm the day and time _____ (and location). I'll send you a quick text to confirm. I'd love for you to get as many GCs as possible—how many gift certificates would you like to get? Great! Just send me your friends' names and numbers by text (or we can do it right now if you have time), and I'll text them, because I'll get a gift ready for each one of them. Think of 10 friends to invite, and of course they won't all say yes and I only do 6 at one time anyway! You're going to get lots of Gift Certificates! I'm so excited!

what would you like to improve about your skin? Great, we've got wonderful products for that! What would you like to learn about in the future, maybe more glamour, or more spa, or more anti-aging? Awesome! Thank you so much! I'm looking forward to pampering you!

IMMEDIATELY SEND TEXT: Hi ... It's me, and I'm so excited about your *Miracle Beauty Experience* on (day/date) at (time) at (location). I am 100% committed to you! All you do is bring the guests, have a Coke and cookies, and I'll do the rest! You want (five) \$10 gift certificates, right?! So when you text me back today with the names/numbers of 8-10 girlfriends you'd like to invite, you'll get a \$10 GC too! Thank you so much, _____. I'll touch base again tomorrow! — my name, website, look book link

LOOK BOOK FOLLOWUP—1st contact

LB-1

Hi...! It's... with MK. I'm excited about our new catalog for the ... season and our new products. I sent you the new LOOK book in the mail! It's the one with the *** on the cover! Please give me a call back to let me know you received it and what you'd like to try! Remember, you get to choose a Gift with Purchase with a 40 or more order. If I don't hear back from you, I'll follow up in a few days!

IMMEDIATELY SEND TEXT: Hi ..., it's ... with Mary Kay! I left you a quick voicemail. Did you get it? Congrats on your new catalog in the mail & your choice of a gift with purchase. If I don't hear back, I'll touch back in a few days! — my name, website, look book link

LB-4 / LB-7

LOOK BOOK call

—2nd contact (3 days later)

Hi...! It's... with Mary Kay again. Just wanted to follow up with you about the season's LOOK book I mailed to you. Did you get it yet?! There's a free sample of our _____ product too! Please connect with me when you can! I know you're super busy, so I'll follow up in a couple days if I don't hear from you.

IMMEDIATELY SEND TEXT: Hi ... It's ... with Mary Kay. Just checking back in. I left you another quick voicemail. I didn't hear back from you & wanted to make sure you listened so you're looking for the (new season) catalog with a free sample! Can't wait to fill you in on all the details! — my name, website, look book link

LB-5 / LB-8

LOOK BOOK FOLLOWUP

—3rd contact (3 days later)

Hi...! It's... with MK, following up one last time about your new LOOK book I mailed to you. If I don't hear back from you, I'll assume you're just super busy, and I'll check back in a few weeks. You can call me with questions or to order, and you can check out my website at....

IMMEDIATELY SEND TEXT: Hi ... It's me, trying one last time to see if you got the (new) LOOK book in the mail. Please call or text to let me know. I'm here to keep you looking beautiful! I know you're super busy, so if I don't hear back, I'll touch back in a few weeks. I'm here for you! — my name, website, look book link

LB-6 / LB-9



Move LOOK BOOK CONTACTS only one month ahead, because the LOOK Book lasts 3 months (a season)

<http://vid.us/t9fxx8> Click here to see all Booking info





1

PROFESSIONAL BOOKING

BASIC GUIDELINES: the "YES" comes on Contact #5+

START: You start with a list of 30 names, and you divide them into 3 groups of 10 names. You call the "1st Group of 10" on the first day and record your results. Then call the "2nd Group of 10" on the second day, and then call the "3rd Group of 10" on the third day.

THE GOAL: Using the **Sales Statistics** on the chart on card #2, know that 80% of your YES answers will come somewhere between your First Contact and thru Contact #5-12. We don't throw anyone away, until we've touched them enough times, or they ask us to do so. Professionalism!

HOW: call & text each person using the Conversation Cards, with a 3-times-in-7-days rotation (contact #1 on day 1, contact #2 on day 4, and contact #3 on day 7). Make a phone call & leave a text each time. If no response by Contact #3, move her forward two months; then do Contact #4-6 the same way, and so forth. Be kind, patient, professional, and nice! It works.

Best use of time: have individual appts at your MK events or in your home; always have her bring a guest(s)

Golden Rule: honor the MK GoGive spirit and make sure she doesn't already have a MK consultant. Ask enough questions to avoid an awkward situation

Facebook: Use Messenger and Private Message her FIRST with a voice message (on phone, click on little microphone), and then leave a written-out "text FB Message" on Messenger a little later.

MEETING PEOPLE OUT AND ABOUT...

Natural sharing... 30 seconds or less

Please purchase a small notebook for a purse or pocket to ask people to write their names and phone numbers down in.

Oh, are you from this area originally?

-Wow, I've been here XX years and I actually have a business here in the community. Have you ever had an experience with Mary Kay?

(no, I never have)...

Well, I would love to share about the different services

we offer, at a much more appropriate time, because I'm sure you're not here at the grocery store today to hear all about my business. And we do offer several experiences.

Is that something you would enjoy? Would you feel comfortable giving me your name and phone number?

PROFESSIONAL BOOKING

2

SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT
 25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP
 12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP
 ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS
 2% OF SALES ARE MADE ON THE FIRST CONTACT
 3% OF SALES ARE MADE ON THE SECOND CONTACT
 5% OF SALES ARE MADE ON THE THIRD CONTACT
 10% OF SALES ARE MADE ON THE FORTH CONTACT
 80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

WOW

PROFESSIONAL BOOKING

3

Questions & Answers

WHY DO A CALL & A TEXT ON THE SAME DAY?

You make a phone call and/or leave a voicemail, because the person needs to hear your voice (Your heart, your love, your fun, your nice-ness). Since people basically don't listen to voicemails anymore, you follow-up with a text message (immediately after the voicemail) so you "drive" her back to listen to the voicemail.

WHEN I MAKE 10 CALLS IN A DAY, HOW MANY PEOPLE WILL SAY YES?

If you see the Sales Statistics Chart on card 2: You start with a small percentage, but you increase with each contact. On the 1st contact, based on calling 100 people, you will get 2 to say YES. So... if you get any YES answers (which you probably will), that is a WIN! On the 2nd contact, based on calling 100 people, you will get 3 to say YES. You're only calling 10, so the more you call, the more YES you will get. On the 5th contact, 80 out of 100 will say YES. Keep her in your system!

WHY DO YOU RECOMMEND THE 3-TIMES-IN-7-DAYS METHOD?

Because it's enough but not too much. She hears your voice often enough to remember you, it allows for her to be busy & distracted, and it's respectful. When there is no response in those 3 days, you simply shift her name over two months ahead. Keep her in your system, without overloading her. Keep her in your system, so you can continue touching her until the YES.

Advanced-1

Calling a customer or potential customer

Start your phone conversation with...

“One of the things that I am focusing on in my business is to provide the best customer service possible. I would like to ask you a few questions to see which of the services you would like to hear more about.”

go to...

O=Opportunity

H=Hostess Program

P=Personal Shopping Service

R=Referrals

A=Appreciation

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Advanced-3

H=Hostess Program

“I have a thank you program for people in the community who help me introduce the services we offer to the community.

Did you know that I’m on a mission to give away \$_____in products over the next month?!!

What has your experience been with home parties?”

Ask if they would like to be a recipient of some the products. If interested, schedule date.

(go on to P)

Advanced-2

O=Opportunity “One of the things I love to do is to help others start home-based businesses too. Have you ever thought about doing something, alongside your family and the other activities you are involved in?”

- Well, I decided to have a business where I could find a product and a company that really focused on making a difference in people’s lives.
- One of my missions is to help people avoid the risks of skin cancer without the dangerous sun; we actually help them do that with our products.
- I love to focus on increasing confidence & self-esteem in others

A response to a yes, “I would love to get together with you and give you some information so that can decide if this is for you now or in the future.” Schedule the appointment.

A response to a No, I have never thought about it is the same,

“I would love to get together with you and give you some information so that can decide if this is for you now or in the future.” Schedule the appointment.

A not interested response is, “Thank you for being honest with me, I am glad you felt you could be.” **(Then move on to H)**

Advanced-4

P=Personal Shopping Service

“I have a personal shopping service I would love to share with you. I let you know about new product launches and sales. I am one of the few businesses that still make house calls. I love helping people select gifts or people on their gift list throughout the year.

I help people find gifts or people who are sometimes difficult to find gifts for. Do you have anyone like that on your list? I also love to help people select “wow” gifts, the kind of gifts that people will thank you for every time they talk to you.

I’m going to be in your neighborhood on (day). Would you like me to include you in my pop-in-and-pop-out stops to show you some of our newer products?”

Also, ask people if they have a gift shelf in one of their closets and let them know you would like to make a few suggestions of gifts or their shelf. Be sure to suggest items easy to mail too. **(go on to R)**

R=Referrals

Advanced-5

“I would like to be able to introduce my services to others.”

Do you know anyone that I can call just to check and see if they have heard of Mary Kay, and if they have heard of it, whether they know how to find someone to help them with all the services I am offering?”

(go ahead to A)

A=Appreciation

Advanced-6

“Thank you for your time” is a very nice way to let them know you value them no matter what their responses are. Be happy no matter what they choose to say. When you are able to do that you are “heart at work and no longer hard at work.”

(you did it! You made a full-circle call O-H-P-R-A)