

# Vision Area Booking and Sales Scripts

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**Please read “How to Overcome Objection” sheet  
10 times before you start making calls.**

## New Consultant Booking Scripts

### First Contact

- Hey there (*her name*)!!! I'm SOOOO excited (and a little nervous too)! Just started a new business with MK! As a new consultant, my first challenge is to do 30 practice “faces” who try our core products with me at a quick appointment in 30 days! Could I ever borrow your face and have you be one of my first 30!?!? I would LOVE that!

### Second Contact - 3 to 4 days later

- Hi (*her name*)!!! It's (*your name*) again! Just wanted to follow up with you to be sure you got my last text!! I would LOVE to borrow your face for my 30 faces! I only need \_\_\_\_ more by \_\_\_\_! I know you're probably super busy, so I will follow up again in a couple of days if I don't hear from you!

### Third Contact - 3 to 4 days later

- One last check in (*her name*)! I didn't want to bug you but I also don't want to forget you! Text me and let me know if you'd be one of my 30 faces! Now I only need \_\_\_\_ more!

*When she responds to any of the above texts:*

- **Great! Would a week night or weekend work best for you?** (*Give two options until you set date & time*)

Then say:

- While I've got you, it's really just as easy for me to do one face as it is for me to do several at one time! Plus, it's more fun with family and friends! It really doesn't matter to me but if you get a few others to join us, I can give you some free product & it will help me get to my 30 faces too! Do you want me to create a cute little text image you can share with some girls? I think it will be a blast !!!

## Script for Pearls

“Hi (*her name*)! It was so great visiting with you last week! I had team meeting with my director today, and she reminded me about a set of PEARLS I can earn for holding 9 training coffees, and I wanted to see if you would be one! I knew you either loved coffee or fruit smoothies! So tell me (name) is there any reason why you wouldn't be one of my nine to help me with my training?”

## Script to Help Someone get Qualified

- Hey (*her name*)! Guess what?!? I am excited to announce I just started my own business with Mary Kay. I am working on piecing together my first order and I have to have 30 women purchase \$30 in Mary Kay in the next 24 hours. Is there any reason you couldn't purchase an item or 2 to help me with my goal? (I have attached a sheet to help - and or your personal website)

# Referral Scripts

## First Contact

- Hi *(her name)*! This is *(your name)* with Mary Kay! I don't think we've met but Sandy said text is the best way to reach you! She was gifted with ten \$25 gift cards that include a complimentary facial & she wanted one of them to go to you! Should I text or call you with the details?

## Second Contact - 2 to 3 days later

- Hey *(her name)*! It's *(your name)* with MK again! Just following up regarding the gift card given to you by *(friend's name)*! I know you're probably super busy so text me when you can! I'll check back in a few days if I don't hear back from you!

## Third Contact - 3 to 4 days later

- One last check in *(her name)*! This is *(your name)* with MK! I didn't want you to miss the gift card and pampering session from Heather! Text me and let me know if you'd like to redeem it!

When she responds.....

- Yayyyy! Text is great for me too! Your pampering session includes our best-selling anti-aging skin care paired with satin hands & lip treatments for you & up to 5 of your friends! You also get a \$25 gift card to use at the appointment! How fun is that?

# Script for Model Referral Sheets

- Hi *(her name)*! This is *(your name)*! You don't know me, but we have a mutual friend *(friend's name)*, and I am her Mary Kay consultant. I am currently building a modeling portfolio and asked her if she knew a friend with *(brown hair or blue eyes, silver hair, etc.)* to offer a gift certificate and free facial to, and she said you! *(Wait for response)* Yes!! When is a good time to call you for details today for 5 minutes?

# Facebook Private Message Modeling Script

- Hello *(her name)*, I would love to introduce myself. My name is *(your name)*, and I am a beauty adviser and talent scout for Mary Kay Cosmetics out of Dallas, but I live in the *(your home or applicable)* area! I know that we don't personally know each other, but I did see that we have a few mutual friends in common. When I saw your profile picture I thought you would be a perfect candidate for a professional (or summer) modeling portfolio that I am currently putting together. I can tell you have great skin *(or your makeup is already done so well, etc.)*. For being part of this model search, I would love to give you a gift for your time! If we can make it convenient for our schedules, would you consider being one of my 50 models? I would be so grateful, and I think you would have a great time in the process! My number is *(your number)* in case you prefer text over Facebook.

## Script Options for Meeting Ladies in Public:

*(i.e. at grocery store, mall, etc.) Warm chatter first before using these scripts. Say you like their shoes, purse, the weather for about a minute or two.*

- **Hi!** I apologize for the interruption or excuse me, this is going to sound crazy, but I think you have the prettiest *(eyes, skin, lips, etc.)* and I notice these things because I practice skin care and make-up artistry with Mary Kay Cosmetics out of Dallas, Texas, but I am localized here in *(your home)*. I am always looking to add a face to my modeling portfolio for my business. If I were to gift you a free lipstick or lip gloss, is there any reason why you couldn't be a model for my portfolio?...Or is there any reason I couldn't borrow your face to help me reach my goal of *(state your goal)*? Once she says yes, respond by saying, "Great! When is your next day off?" *(book her on the spot)* After you book her, then say, "You know what I've found *(her name)*, beautiful people have beautiful friends! I am really hoping to add 50 women to feature in my portfolio. If I were to give you \$10 in free product per face you brought with you to our appointment, is there any reason why you couldn't think of some other ladies?"
- **Start by apologizing** for interrupting them, and then say, "I am a Mary Kay *(consultant, senior consultant, etc.)*, and I noticed you have beautiful *(eyes, skin, etc. be genuine when you say this)*. I know this because I am an expert in skin care and makeup application. Have you ever had a Mary Kay facial? *(if not)* Would you like a facial and give me your opinion of Mary Kay?"
- **Hi!** My name is *(your name)*, and I hate to interrupt you, but I noticed you have beautiful *(skin, eyes, hair)* and I notice these things because I am a Mary Kay Consultant. My director has given me a challenge to get 30 of these surveys filled out in 2 hours, and for just filling it out, you will get a chance to win this free *(purse or you could say win \$100 worth of Mary Kay product)*.

## Script to use at a restaurant for server or hostess:

*(look for a server with a good attitude if yours is not nice, don't ask her, ask a hostess instead)*

- *(To waitress):* "Hi *(her name)*! I like you! I practice make up artistry and skin care with Mary Kay Cosmetics out of Dallas, Texas. My director has given me a challenge to get 20 surveys filled out today and I don't know 20 people. If I gave you 10 surveys and you get the ladies that work here to fill them out, and don't rush because I will be here for about an hour eating, but if you get them all filled out and return them to me before I leave, then I have a free lip gloss or lipstick in my purse you can choose one of your choice to take home with you today. How does that sound?" *(this is an easy way to get names quickly)*

## Surveys From People you Meet in Town:

- **Hi** *(her name)*! This is *(your name)*, and we met at the \_\_\_\_\_ today/yesterday. I just wanted to let you know that I did a drawing with all the surveys I collected yesterday and your slip was picked as one of the drawing winners!!! *(Wait for response)* After she responds, text back and say, "I am so excited for you!! When is a good time for me to call today for 5 minutes to give you the details?"

## Surveys for Non-Responsive Leads:

- Hi *(her name)*! This is *(your name)* with Mary Kay!! I am so glad we never got to connect last month because we are having an awesome giveaway this month! I put all of the sweet people that filled out surveys for me in *(the month it was filled out)* and you won a \_\_\_\_\_! Text me back in the next 24 hours to redeem.
- Hello *(her name)*!! I know life is so busy so you probably have not had time to reply to this - I still would like to honor your certificate if you are interested in redeeming it and wanted to get with you before it expires. Please txt me back by tomorrow sometime if you want it - thanks so much!

## Spring and Summer Booking Script

- Roses are red but sometimes PINK! Cadillacs and flexibility are all I can Think! *(her name)* Today I am in a race to see how fast I can give away 50 MK roses! These 50 roses represent the 50 women that I joyfully get to give the gift of a Spring Into the Garden facial w/ our NEW products! Each rose is numbered 1- 50, when you pick a number, you earn a product! One rose is the bonus rose worth a \$100 shopping spree! Tell me *(her name)* will you help me win my race today *(my goal is to give away 50 roses by 5 o'clock)*! What number would you like?

Then book apt date and time location (if she tells you she needs to get back to you, tell her you must have a tentative date today by 5 in order for it to count).

## Script for Customers you Want to get Back in Front of:

- Hey *(her name)* , it's *(your name)* with Mary Kay! I hope you're having a great start to your week! I'm not sure if you remember me, but we met a few years ago when I came to do your MK Facial :) I'm so excited because I'm creating a new Model Portfolio called 100 Faces for 100 Birthdays in honor of what would have been Mary Kay Ash's 100th Birthday this year! I really want to feature women from all over Virginia that have different backgrounds, and as I was browsing Facebook I saw your profile and immediately thought of you because I don't have anyone from New Castle yet! If I were to give you a product gift for your time, is there any reason why we couldn't get together in the next few weeks so we can catch up, I can pamper you and have you as a model? I know we will have so much fun!

## Test Panel Booking Script:

- Hello Friend! I am looking for test panel participants for New Fancy Age Prevention Skin Care Line
- 1st 100 will have full treatment of new line for no charge - will be asked to fill out product survey
- Don't Volunteer unless you are ok if the following occurs:
  - Youthful glow
  - Reduced fine lines and wrinkles
  - Rebuilding of Collagen
  - Brighter Skin
  - Removal of free radicals
  - Boost of Vitamin B3
  - Dosage of Multiple Antioxidants

- Firmer Tighter Skin
- Improved dark circles and puffiness
- This product line has gone under 5 years of research and 200 clinical and safety studies
  - \*Product is Paraben Free
  - \*Suitable for Sensitive Skin and Rosacea

## Script for Valentines and Christmas Sales

*Script to send to all the men in your lives (your husband has contacts in his phone too)! Will work great if you send out now!*

- **Hey** (*her or her name*), you want me to be your favorite person today?  
(*wait for response text*)
- **Through my small business I am offering last minute Valentine's Day specials with free packaging and free delivery and the best part is you don't even have to shop!!! Can I tell you about them?**  
(*wait for yes response*)
- **Feel free to edit depending on your stock:**
  - **Package 1 - \$30 in body care**
  - **Package 2 - \$50 body care and kissibly soft lip set**
  - **Package 3 - \$75 Deluxe ALL above plus brush duo**
  - **All come with chocolate and a card you can sign**

## Script to sell to Men at Christmas

- **Hey** (*his name*)! Hope you are doing well:) not sure if you know but I have recently started a small business that includes a gift service! I am offering to be a Christmas elf this year!! If you need any gifts for (*her name*) and don't want to shop, or wrap:) lol. I am offering to do all of it for you! I also have a really great (super romantic) gift called a pillow gift! How does that sound? Would you like a Christmas elf!

## Script for Quick Sales

- **Hello** (*her name*)! **This is** (*your name*)
  - (*if you are a new consultant, say this*) **I don't know if you have heard or not but I recently started my own business with Mary Kay Cosmetics and I have accepted my 1<sup>st</sup> challenge!!**
  - (*if you are a seasoned consultant, say this*) **I'm in a race to beat ALL my sister MK girlfriends in a contest that is only for today. I have until 10pm to see who can sell the most mascaras! My goal is 100!!!! I'm a little nervous but confident with the support of my family and friends I can do it! OMG this is crazy so plz forward to any woman you know wears mascara! I thought to txt you because I know you will love this new Lash Intesity version - its seriously making news in the beauty industry. It's only \$18 but you can have 2 for \$32 for helping me. Is there any reason why you wouldn't want 1 or 2?**
- **Once she says YES say - LOVE YOUR GUTS do you want to do debit or credit? If you can find 5 women to buy at least 1 I'll give you a free lipgloss- how does that sound?**

# Script to Earn a Car

- **Hey** (*her name*), I'm so glad I reached you today!! Ok ok I'm so excited! I don't know if you have heard or not, but I just recently started my own business with Mary Kay! I'm a little bit nervous but know that with the support of my family and friends its going to be a huge success! I am so confident that I actually just took a challenge to earn my car in 90 days! It's a brand new 2018 Silver Chevy Cruze! Isn't that awesome?!? So here is the deal, I need 120 women to let me borrow their face! I need 20 by the end of (*month*) and 20 by (*15th of the month*). Tell me, is there any reason why you wouldn't be one of my 1st 20 to help me win my MK car?
- **Great!** I have two available dates coming up in my work schedule. I am available (*date or date*) at (*locations*), both at 630pm. Tell me, of those 2, which is better for you?
- **Now for the ones you think would do a party.....once you set a date for the facial.....THEN say,** awesome I have you in my datebook! Now, since I need 20 facials these next two weeks, is there any reason why you couldn't bring a couple of your friends with you to help me reach my goal faster? It would mean the world to me!!  
(*wait for response text*)
- **Awesome,** I will call you in a couple of days to find out who is coming with you ok?

## Recruiting Scripts

**Step 1 - Make a list of women all over US that you know would be great at Mary Kay.** (*go through your Facebook contacts, your phone contacts, ask your mom for referrals, etc.*)

**Step 2 - Decide if you are going to ask them to join or book.**

**Step 3 - If you are recruiting, call her, or text and say, Can I call you real quick? I have something important to tell you!**

- **Hey** (*her name*) this is (*your name*)! Listen, I am going through an extensive leadership development program, and I have been offered the opportunity to earn a promotion. This is going to be life changing; I could cry just thinking about it! I have been asked to select 20 women around the US that are natural born leaders, high achievers, kind hearted, God loving, God fearing women that could find passion in influencing women's lives, and earn 100k their 1<sup>st</sup> year working flexible hours. I think you would be perfect (*her name*).

## Recruiting in other States Script

- **Hi Nancy!** I'm so thankful that you reached out to me with your state! I don't know if you have seen my FB posts recently but I have absolutely fallen in love with this new career I started called Mary Kay! It is so amazing and so life changing on so many levels that I could literally pinch myself because of how unbelievable this gift of MK has been for me and my family. So right now in my business I'm blessed to be able to say that I am working on earning my very first pink Cadillac with Mary Kay and they are willing to give that to me for free but I have to earn it and I don't mind having to earn it because it will mean more to me. So part of earning the Cadillac is that I have to find someone in EVERY SINGLE STATE in the US to let me share some fun, fast facts about Mary Kay and get their opinions and let me share with you why I love doing what I do with Mary Kay and I know you would be someone fun to share it all with! Is there any reason why we couldn't find a time to schedule a quick video chat?

# Nurse Appreciation Referral Script

- **“Hi (*her name*)! Congratulations! Your friend (*friend's name*) nominated you to be a Nurse of the Week, and you won a nurse pampering package for your dedication of serving others! Isn't this great?”** Once she replies, then say, **“This package includes a certificate for spa pampering of customized skincare color samples, and a hand treatment by Mary Kay, plus \$50 in your choice of products!”** (*wait 2 minutes*) **“All we need to do is schedule a time that we can get together so you can redeem your goodies!”** (*wait 2 minutes*) **“I travel with Mary Kay, but I am scheduled to be in your area on (*list 2 dates*), which of these two dates works best for you?**

## Script for Txt Coaching a Guest List for a Party

- **Hi (*her name*)! This is (*your name*) with Mary Kay! I'm looking so forward to meeting you and pampering you on (*date*)! It's going to be so much fun! Just by you attending you are helping (*hostess name*) earn extra goodies! Thank you for being such a great friend. When you get a minute, could you please answer a few quick questions for me as I prepare to meet your individual skincare needs for (*date*)? :)**
  1. **Would you say you tend to have more oily/combo skin or more normal to dry skin?**
  2. **Do you have any specific skin concerns?**
  3. **If you could change anything about your skin or get better at doing, what would that be?**
  4. **What age range do you fall in? 18-25, 26-35, 35+**
- **One last thing! :) If you'd like, you may personally bring a guest with you tomorrow and earn a free lipgloss! :) Who do you know that's fun?**

## Bridal Show Surveys:

- **Hello (*her name*)! This is (*your name*), from the Bridal Show in \_\_\_\_\_.** Guess what?? You have won one of the drawings! Isn't that exciting?! (Wait for response) - if she does not respond call the next day
- **After she responds yes then text, “Yes! Excited for you! When is a good time today to call you with the details?”** (*say on the phone call -OR- if she is responding great via txt*) **When she says GREAT, you respond, Your certificate is for \$40 in free products and a bridal pampering package for up to 6 people!!!** (*wait 3 minutes*)
- **“All we need to do is schedule a time that we can get together so you can redeem this certificate! I travel for Mary Kay all over the (triad area or southern states, edit for your location) but I'm scheduled to be back in your (*city*) on this day and this day. (give 2 to 3 options with Date Day and Time) Tell me, which of those days are best for you any is fine with me?”** (*once she responds then say*)
- **Great I've added you to my calendar and I would love to drop you a reminder card in the mail. If it is ok with you, let's stay in touch, I want to make sure I am prepared with the proper products for your special day - so can you please let me know how many ladies will be coming with you a few days ahead of time? Great! If she is super nice I say - I would love to connect with you on facebook would that be ok?** (*Almost everyone I friend on facebook holds*)

## Daycare Surveys:

- **Hi (*her name*)! This is (*your name*) the Mary Kay lady from the daycare! I did the drawing with all the surveys collected and you were one of the winners YAY!!!**

*(Wait for response)*

- **After she says yes, respond by saying, “Yes!! I am so excited for you! When is a good time for me to call today for 5 minutes and give you the details?” - Always refer to the bridal script to help with all daycares, craft shoes, etc.**