

BOOKING DIALOGUE FOR CALLING FROM BRIDAL SHOWS

By Sr. Director Michele Tufenkjian

Do not change this script! It works just as it is and if you change it in any way, there is a greater chance of getting no's! When calling people on the phone it is very important how you sound to them. You need to sound excited, and they need to know that you love what you do. How you talk comes across on the phone in either a positive or negative way. A good way to see how you sound is to tape yourself and then play it back. If you don't get excited hearing yourself, and if it doesn't want to make you book yourself, then you need to change it. The tone of your voice needs to be a little elevated, like when you really are excited about something. **You also need to talk just a little bit faster than normal.** If you have ever listened to someone who is excited, they talk faster, and the tone of their voice is elevated. When you are booking someone, they want to know what's in it for them so it is important that you love what you do because it will come across to them on the phone. Most people want to know what they are getting out of it and how it will benefit them, not just you. It took me quite a while to fine tune this script to the point where it is now. I have a 95% success rate with it - very few no's! But it is not only the script - **its all in the delivery!** Practice with someone and have that person tell you how you sound, trying different levels of your voice. Another great way to make sure you are coming across good to the other person is to place a mirror in front of you and constantly smile while you talk. It is very difficult to talk in your normal tone of voice when you are smiling - try it and you will see how difficult it is. The person you are calling can always tell if you are smiling or not! Be prepared to overcome any objections or questions such as: "I don't remember entering". You answer this by saying "we have your entry slip and with so many booths its hard to remember" If they say "how many winners are there" - answer with: "we had several winners" - for what does it entail: "you'll receive a wonderful facial, some basic glamour, and an incredible hand treatment and I'll bring your gift!"

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1. Is _____ there? Hi, this is _____ from Mary Kay - how are you? (pause) **Great!**
2. **The reason why I'm calling is because you were entered our drawing at the _____(Name)_____ Bridal show, and I'm calling to let you know you were one of our winners – Isn't that great?** (pause – let her answer)
3. **What you've won is a gift certificate from Mary Kay, and a Bridal Pampering Package for you and 5 other friends!! Tell me _____(name)_____, have you ever tried Mary Kay before?** (If no - You are really going to enjoy this and you'll all have so much fun) (This is a good time to make small talk if they are willing)
– NOW QUICKLY SAY THE REST – don't stop.....
4. _____, **Do you work days or evenings?** (If days, then say) **So weeknights or weekends are better for you?** (LET HER ANSWER).
5. I have an opening on _____ or _____. **Which is better for you?**
6. **How does _____ sound?** (If it's a weeknight, 7:00 is good - then say "This will give you a chance to eat and relax before I come, ok?")
7. **Let me mark this down in my appointment book, and get directions from you. What are the cross streets where you are.....** *(Take Directions down)*
8. _____ **Let me give you my name and number in case you should have any questions. I'll call you back in a couple days to confirm and to find out who'll be sharing your pampering package with you. What time will be good to get back with you?** (Don't say you're calling her back to get her guest list - it may put her off) **Just one more thing, because this is by reservation only If you find you have to reschedule, could you please give me 48 hours notice so that I can fill your time slot?**
9. **Congratulations _____ and I'm looking forward to meeting you on _____ at _____ am/pm. Bye!**

If you're using the meeting nights or the Bridal Clinic at the center to schedule appointments for Brides, follow this script!!!

- 1 1. Is _____ there? Hi, this is _____ from Mary Kay - how are you? (pause) Great!
- 2 The reason why I'm calling is because you were entered a drawing at the Novi Expo Bridal Show and I'm calling to let you know you were one of the winners! Isn't that great? (pause – let her answer)....
- 3 What you've won is a gift certificate from Mary Kay, and a Girls Night Out Pampering Package for you and up to 5 other friends!! (pause a little) Tell me _____ (name) _____, have you ever tried Mary Kay before? (If no - You are really going to enjoy this and you'll all have so much fun) (This is a good time to make small talk if they are willing)
- 4 _____, Do you work days or evenings? (If days, then say) So weeknights or weekends are better for you? (LET HER ANSWER). OK, We can do this a couple different ways... I can come directly to you in your home, you can come to my home that way you don't have to worry about anything, OR if you prefer, you and your guests can come to our special Makeover Guest Event and be Face Models for us on _____. It'll be so much fun for you, and everyone that comes will have a chance to win some great gifts! Which would you prefer - me to come to you, or to reserve your package at our Makeover Model Guest Event? (Wait for her to answer) Great!
- 5 If she is coming to our event at the center say: Let me mark this down in my appointment book, and get directions from you. I'll pick you & your guests up at your home at _____.
If she can't come to the event or your meeting night, then go to Step #5 on first page.
- 6 _____ Let me give you my name and number in case you should have any questions. I'll call you back in a couple days to confirm and to find out who'll be sharing your pampering package with you. What time will be good to get back with you? (Don't say you're calling her back to get her guest list - it may put her off) Just one more thing, because this is by reservation only and because I only schedule just a few appointments a week, If you find you have to reschedule, could you please give me 48 hours notice so that I can fill your time slot because I sometimes have a waiting list?
- 7
- 8 Congratulations _____ and I'm looking forward to meeting you on _____ at _____ am/pm. Bye!

DON'T TELL THEM HOW MUCH THE GIFT CERTIFICATE IS FOR!!!! BUT IF THEY ASK HOW MUCH ITS FOR, TELL THEM:

"You know, I have no idea because it is in a sealed envelope and only the winner is allowed to open it"

They usually don't say anything else after that. I make my certificates for \$10.00 always. Never mail the Gift certificates. Take it with you to the class. If you are scheduling a facial only, tell them you do facials on Tuesday night (or whatever your meeting night is) at our Training Center. That way, it keeps the days you want to do classes, open. You may give them an even better incentive of having a class by offering them a \$20 gift certificate if her Personal Pampering Package is held at the center on your meeting night with her friends.

REMEMBER - ALWAYS SMILE WHILE YOU'RE TALKING AND SOUND EXCITED! - It makes a difference!