

Business Debut Telephone Script

You can use this script to call the guests for your Business Debut.

Be sure to make your calls 3 to 4 days BEFORE your Debut.

**This is a follow-up to the Invitation postcard you sent 7 to 10 days
BEFORE the date of your Business Debut:**

*Hi ____ (friend's name), this is ____ (your name) ____, do you have a quick
second? Did you get my invitation postcard for my Business Debut for my
new Mary Kay business?*

*I'm so excited about my new in-home business, and I'm sure you probably
thought I had lost my mind, but I REALLY want you to come and celebrate
with me at my Business Debut next ____ (date) ____ at ____ (time) ____.*

*We're going to kick off my new business and you know, you may or may not
be excited about what I'm doing, but I am just thrilled about the possibilities
of this business, and it would mean the WORLD to me to have YOU there!*

*You will get special pampering; my ____ (Director or Recruiter—whoever is
doing your debut) will be showing the product line; we'll have several
drawings and some good food to eat. But the most important thing is that
it's by reservation only, and the seating is limited...so I really do need to
know if you are coming or not. Is there any reason you can't come and
celebrate with me? I REALLY want YOU there?*

Can I count on you to come?

If she says “yes” she will come...you can say:

Great ____, I'll look forward to seeing you at ____ (time) on ____ (date)

If she says she cannot come...you can say:

*I'm really SAD you can't be there with me! Would you be willing to help
me in another way? As part of my training, I'm supposed to get the opinion
of our product from 30 women in my first 30 days in business. Would you be
willing to schedule a time that we can get together and you can try the
product and give me your opinion? We'll have a FUN time together?*

**Set a date to get together for her makeover and ask if she would help
you with your 30 faces by inviting 2 or 3 of her girlfriends to join her.**

**CONGRATULATIONS...You're off to an exciting Business Debut and
lots of appointments to share our product with at least 30 women in
your first 30 days to win the beautiful POWER START PIN!**