

SCRIPTS WORK!

**SCRIPTS WORK, AND THEY HAVE WORKED FOR OVER 40 YEARS!
Use these scripts to book your 10 Classes this month, and remember,
WHEN YOU HAVE BOOKINGS YOU'RE NEVER STRESSED!**

Follow-up for Preferred Customer Look Book Mailing Script **(By Barbara Whitaker)**

"Hi _____ this is _____ with Mary Kay, I will just take a moment. Have you gotten the new Look Book that I mailed you? Great, would you mind getting it? There is something very special inside and I do not want you to miss out on it." (Wait for her to get it) "Got it, great please turn to page four; there it is your 'Instant Gratification' a one of a kind complete system, your skin changes the very first time you use it, can you image what will happen when you use it on a consistent basis?" (At this time use your power statements.) "These two products in this set work together to instantly improve skin showing signs of aging, sun exposure and other imperfections. The Microdermabrasion Set immediately fights fine lines, refines pores and helps you achieve beautifully smooth skin. I can't wait for you to try it, how about today or tonight so I can call you later and find out how your skin feels?" Or "How about tonight then I can call you tomorrow and find out your skin feels? Great, do you want me to call you in the morning or afternoon?"

If she already knows about Microdermabrasion products and asks what makes ours different you say, "In addition to the fact that step one, called Refine, has the same ingredient that dermatologists use to perform Microdermabrasion treatments, our second step, called Replenish, helps immediately smooth, soften and soothe the skin while others have as their second step a product that's simply a moisturizer. You will optimize the benefits of removing that rough layer of dead skin cells by following with Step 2 which nourishes and replenish the skin. When would be best for me to call you back tomorrow morning or afternoon?"

What makes this work is the 'call back' - make sure you call her back when you say you are going to call her back (which must be the next day). Then say, "Hi, it's BW with Mary Kay, am I speaking to the new _____?" (Give a laugh) "How does your skin feel tell me all about it. You have two choices, you can purchase your Microdermabrasion Set out right at \$55 or you can, this one time only, have it for half price just by sharing a Spring Makeover with two friends. You could really help me out by sharing it with two friends because I have been asked by Dallas to get the opinion of 30 people this month of our new Microdermabrasion Set and your and your friend's opinion will go all the way to Dallas, Which would you prefer to pay full price or to have some pampering girlfriend time?"



Microdermabrasion 10 Class Booking Script **(By NSD Lynda Jackson)**

Hi _____ this is _____ with Mary Kay, do you have a quick minute? Great! I have some very exciting news for you. Mary Kay has just introduced an in-home Microdermabrasion product and after I tried it, I could not believe the results. I could really see and feel a difference in my skin in just one treatment. Are you familiar with what Microdermabrasion does? Microdermabrasion will polish your skin, long term treatment you will see fine lines and pores look smaller, scars and spots less noticeable and it will revitalize your skin so it looks softer and smoother. The 1st step is a Refine, which contains the same aluminum oxide crystals that dermatologists use. They will polish and gently remove dull and lifeless skin cells. The 2nd step is Replenish, this lightweight, serum which is loaded with vitamins and powerful antioxidants will make you skin feel so smooth and soft. Until recently you could only have this treatment done by the dermatologists at a cost of about \$100-\$150 a treatment, you will receive about 30 treatments in this kit for just \$55.00. Now the great news is there are 3 ways you can get one! You can buy it for \$55.00, or you can have it at 1/2 off or you can have it for Free? Which way would you most like yours? Now, most everyone will say FREE.....so this is what you offer.....I would love to pamper you and a few girlfriends with a new look for Spring and an opportunity to get different peoples opinions of this product and with \$250 in sales and 2 bookings or \$500 in sales and no bookings you will receive your set for free or with just 5 people present regardless of sales, you will receive not only the Microdermabrasion at 50% off but everything you would like that day. This will also help me because I am in a contest to hold 10 classes each month to be on stage in Dallas for our company Seminar. Would you like to do it this week or next? Day or Night? Great, I'm looking forward to seeing you on the _____.