

Hi, _____, this is _____ with Mary Kay, an acquaintance of _____'s. I have a gift certificate for you in her name and promised her I would contact you within 48 hours to present it to you. Do you have a quick minute for me to tell you about it?

(No...would it be better if I called you tomorrow in the morning, afternoon, or evening? Reschedule a time, write it down, and call her on time!)

(Yes): I met with her yesterday to do a Skin Care Consultation and some pampering and she really enjoyed herself and thought you would love it too! She wanted to show her appreciation for you. The certificate includes a facial, spa treatment, color consultation, and a gift as well. Isn't that wonderful?

What works better for you...during the week or weekend?
Day or evening?

Book her and then let her know if she'd like to invite some friends to share in the fun you'll bring a gift for each of them as well. Let her know it's entirely up to her, you're coming for her. Ask her if it's ok to call her a couple days before the appointment to see if she's added friends or not so you're better prepared. When you do call, if she's added friends ask her if it would be ok to call each of them and ask them a couple of questions so you have the items that they are looking to try. Preprofile!