

Warm Chatter Booking

From NSD Pamela Shaw's Website.

*Here are the scripts to get names and then to follow up!
YOU MUST CALL THESE PEOPLE WITHIN 24 TO 48 HOURS!!
If not, you are old news!!!!!!!!!!*



First is for the Before and After Model:

(at the end of small talk or a conversation with another mom or the bank teller) " You know I am always looking for models for my before and after portfolio...I would love to have you be a model for me! (who me?... response..) I'm looking for someone with your hair color! (or eye color or whatever you think is great) I teach skin care and color with Mary Kay Inc. and this allows me to show different looks on all different skin color, hair color etc... It's a lot of fun and I'll have a gift for you for doing it". (If you have a portfolio already, pull it out and show it to her) (If she says ok or is somewhat positive- not resisting or saying absolutely no say...) "Why don't you just jot your info down here and we can try to make a time to get together...if it works great, if not I'll at least send you a little goodie package." I rarely get a no to that. Try to get their work #!! It's sooo much easier to get a hold of them and they are in more of a schedule mode.

Follow up: "Hi Susie, this is Pam- I met you yesterday at Target, do you have a quick minute? Great! I am looking at my schedule for January and it is filling up! I really wanted to fit you! So I thought I'd call you and see what's good for you. (if you know she works say is weekday nights or weekends better for you? etc...) I have Sat at 3 or Sunday at 4 which is better for you." It is so much easier on them if you give them 2 choices. If neither work try again. It is quick and less overwhelming than them looking at the whole month! "Great! Now I am looking to fill my portfolio, so if you have a friend that

would like to join you that would be fine. It's sometimes more fun with a friend. I can do 4 or 5 at a time, so if you have more than one friend-that's fine. In fact I'll give you free product for having 3 or more of you for my portfolio!!!" (you would do this appointment the same as a skin care class but with a camera- little color- you tell them the skin care is the secret to looking good in the picture!)

Script for referrals: Ask someone you know (PREFERABLY MEN) that knows a lot of people- especially professionals. Ask them if they know of any women that deserve a pamper session or that I could use for my portfolio. Tell them they don't have to be Cindy Crawford, they just have to have skin and want to take care of themselves. YOU GUYS- THIS IS AN INCREDIBLE WAY TO GET LEADS!!!!!!!!!!!!!! When you call them say..... "Hello, my name is Pam, and we have a mutual friend in Trent and he thought you would make a great model for my portfolio of makeovers. Do you have a quick minute? Great! I teach skin care and color with Mary Kay Inc. and I am putting together a portfolio of all different woman and when I asked Trent if he knew anyone he immediately thought of you. (she'll say ah shucks- me? etc..) Yes you! All we would do is clean your face with the skin care, take a before picture then do a makeover and take an after picture! It's a lot of fun, I'll have a gift for you for doing it and you can even have a friend join you if you'd feel more comfortable!" Usually they are real flattered and open to it because of the mutual friend. Then proceed to book her the same as above! I do often close repeating the date of the appointment to her and then saying..."I will have product with me that day, so if there is anything that you like you can get it, but you don't have to if you don't want to-ok?" I want to make sure she feels comfortable, but I also want to be open and upfront that I do sell this!!



Happy Prospecting!!!!!!