

Valentine's Day Selling Scripts

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Current Customers:

"Hi, _____, it's _____ your Independent Mary Kay Beauty Consultant. I'm playing Cupid today and wanted to call you to let you know about some special and very sweet gifts I have for Valentine's Day. I have all price ranges for almost everyone on your list from sweethearts to daughters, moms and best friends. I'm happy to gift wrap and deliver and make your life easier. Do you have someone on your Valentine's Day gift list that I can help you with? Listen, ask price ranges, make suggestions. By the way, _____, I'd also be happy to contact your sweetie and let him know what would make you smile. If you have something in mind, you can let me know and I'll give him a call. Or, you can go to my web site and shop, shop, shop and then tell the computer that you will be contacting me for payment choices and that will be my cue that's your wish list." *If she's interested in you contacting her husband/boyfriend, get his number and best time to call.*

Calling Husbands/Significant Others:

"Hi, _____, this is _____ and I am _____'s Independent Mary Kay Beauty Consultant. With Valentine's Day right around the corner I thought you might like to know about some special Mary Kay products that _____ loves (or has been wanting). If you are needing something special for _____ for Valentine's Day I wanted to offer you my special gift service. Because _____ is one of my preferred customers, you would automatically receive a 10% discount. I have all price ranges. I also offer gift wrapping and delivery. Tell me _____, may I help you with a Valentine's Day gift for _____?"

If he has already decided on something else...Say, "Oh, that's great. Well how about a small, romantic pillow gift?" You can then go on to tell him that this is a gift he would put on her pillow on Feb. 14th...very romantic!

Preferred Customers:

In addition to the above script for Current Customers, you might also want to give her a \$10.00 Gift Certificate which she can use on this order or any future orders. This is your way of letting her know you appreciate her and want to give her a Valentine special gift.

Husband Script

Hi Mark! This is _____, your wife's Mary Kay Beauty Consultant. I know how busy your life must be right now, so I wanted to save you some Valentine's Day shopping time by passing along a tip about a gift I know Cindy would like. We were just talking about _____, and she said she'd love to get the _____, but didn't feel she could afford it right now. Wouldn't Cindy be surprised if she got this from you for Valentine's Day? I could even create a gift set that includes her favorite color MK Signature Lipstick and Lip Liner, or a complete color collection for a look I know she'll adore!

If you order today, I'll be happy to gift wrap and deliver it too! Would you like the gift delivered to you at work or to Cindy at home? That's great! I know she'll love her _____! I'll bring it to you tomorrow morning, and I'll leave my card with you to have on hand when Cindy's birthday rolls around!



Warm Chatter Script

Have you gotten your Sweetheart anything for Valentine's Day yet? No? Boy, am I going to make you look good! (pull out scented wrapped rose and a card) I will deliver this to your Sweetheart at work, home or to you to present to her yourself (read the card and then say) I will enclose a gift certificate ranging from 25 to \$500 and it includes a facial and makeover. You may select the price of the shopping spree. Where would you like me to deliver it! To her at home, work, or to you? What amount would you like to treat her on her day of pampering?

Card should read:

*I loved you when I met you and today I love you more!
You've made my life more than it's ever been before!
I hope your day of shopping is as happy as can be!
Try all and have a ball, and then come home to me!*



Men's Valentine's Gift Show

Pick a weeknight or a Saturday morning and invite men you know - husbands of customers, your husband's or boyfriend's work associates, friends and neighbors - to a gift show! A men's gift show can turn out to be one of your most successful yearly events. Everyone knows husbands are notorious for putting off shopping for a Valentine's Day treat until the last minute. Why not do all the leg work for them? Simply invite them by phone or send an invitation (on something masculine that would appeal to a man's taste). When inviting men, promote free Valentine's Day gift wrapping and delivery and your personalized gift suggestion services. You'll also want to promote credit card acceptance for gift purchases.

Script for contacting Significant Others on Valentine's Day

Contact the husbands and significant others of your customers and offer to put together a Valentine's Day gift for their sweetheart.* Men generally shop by price and convenience, so you may want to ask what price range they have in mind. Here is a dialogue you could use:

Hi, Bob, this is _____. You don't know me, but I'm a friend of Karen's. Actually, I'm her Mary Kay Independent Beauty Consultant. Do you have a quick minute? I wanted to talk to you about a Valentine's Day gift idea for Karen. Great!

Bob, I always call my customer's husbands to offer my gift-buying service. I keep a wish list on Karen throughout the year of Mary Kay products she wants and has mentioned she'd love to receive as gifts.

I don't know if you've shopped for Karen's Valentine's Day gift yet, but I'd love to help you out by fixing a beautiful, personalized gift basket full of products I know she'll love.

I offer free gift wrapping and delivery. If she's not 100% thrilled, I'll exchange anything to her complete satisfaction.

I can make you look really good, Bob! I have gifts ranging from \$15 to \$100. Tell me, what price range would you have in mind? Great!

Would you like the gift delivered to you at work or to Karen's home? I know she'll love it. When I bring it by, I'll leave my card with you so you'll have it on hand when Karen's birthday rolls around!

The top performers in Mary Kay know that sets sell and the eye buys.

* Prior to contacting referrals via telephone or e-mail, you should consider whether this kind of communication is consistent with state or federal do-not-call or SPAM laws and regulations. For more information on this subject, you can go to the LearnMK Web site and click on the Legal and Tax link.