

Booking Script

Hi Mary, this is _____ with Mary Kay. I am calling for 2 reasons.

One, is to tell you about a new incredible long awaited product and the other is to enlist your help in a company challenge. Do you have a quick minute? Great.

First, I want to tell you about the new product called Timewise Replenishing Serum +C.

You may have heard about the benefits of Vitamin C on your skin. It enhances the production of new collagen and keeps existing collagen from breaking down. In a nutshell, it keeps your skin looking young and keeps the elasticity working. TimeWise Replenishing Serum + C comes in a month supply of 4 vials.

There is one vial for each week of the month. It sells for only \$55. And I am offering an introductory offer of \$45. It is going to move off my shelf so quickly so I wanted to give you a buzz and see if you would like me to set one aside for you? Great!

Second, our company has issued a challenge to each of us to hold 2 MK parties each week this year and I want to be a winner in that challenge. I wanted to call and see if you would be willing to get 3 girlfriends together and have a fun skin care or color makeover and give your opinion of the new Replenishing Serum +C product as well as the new Spa products.

Your thank you gift from me will be a Free TimeWise replenishing Serum +C just for having yourself plus 3 adult non Mary Kay users at your table. Oh, and by the way, just to keep it simple I would be happy to have it at my dining room table so all you need to do is jump in the car with your girlfriends and come.

What would be best for you? Your house or mine? Beginning of the week or the end of the week?

Perfect! I can't wait!! (Get her guest list in next 2 days)

Oh my goodness... she can start using her Serum +C now and get another for her hostess gift!!