

Training on BOOKING!!
Scripts!! DO NOT CHANGE THEM!! They work!

New consultant:

Hi Susie!! This is Auburnee! I'm so excited! I just joined Mary Kay cosmetics and as a part of my training, I need to get 30 super sharp women to give me their opinion of our products, and I immediately thought of you!
I'm available on Tuesday, Thursday, and Friday, will any of those work for you?

Next text:

sounds perfect! I just knew that I could count on you to help me!
Thank you for being a great friend.
I'm so excited to see you on (day and time).
You know, it's just as easy for me to do your face as it is for me to do yours and two friends... Is there any reason why you couldn't invite your mom and your sister or two friends to help me?

Another option (new consultant):

Hi! I'm super excited! I started Mary Kay and I really need your help. I'm in a contest and I need to borrow your face. It's FREE, FUN, FAST, & you'll get a gift! I would love your help? Can you help me this week or next?

Facebook friends of friends:

Hi Jamie!! Random question, but can I do a new year, new you makeover with you?? I'm putting together a portfolio of looks in the next 30 days and thought I'd ask you if you'd be one of my faces? It's free and you'll look fab!
Let me know if calling you is better and we can set it up.
Thanks girlfriend!! XOXO, Auburnee

Lead box/ vendor event/goody bags:

Hi Marilynne! This is Auburnee with Mary Kay!
You registered at Murphy nails and toes to win a makeover session and you were chosen as one of my 10 winners!
This is such a huge deal! Congrats!!
Is this the right number?

Next text-

Yay!! Glad you got my message!! So you've won a complete beauty experience- anti aging skin care, a microderm treatment & a perfect foundation matching! where you will also receive your \$10 gift card! Excited!

What days normally work best for you? Morning? Evening? Weekend?

2nd text- if not reply:

Hi Lillian, it's Auburnee with Mary Kay again.

Just wanted to follow up with you regarding you being one of my winners!

I have your prize waiting for you!

Please connect with me when you can!

I know you're probably super busy, so I will follow up again in a couple days if I don't hear from you.

Last text-

Hi Lillian, it's Auburnee following up one last time regarding your pampering session.

If I don't hear back from you, I will assume you're just super busy and pass it along to another winner for the time being and then follow up with you in a couple months. Thanks!

***Fabulous referrals:

Hi! Is this Maya??

...wait for response!

When she says yes:

Oh yay! Hey Maya, glad I have the right #! This is Auburnee with Mary Kay!

Your friend, Elizabeth had a pampering session with me & she chose a few friends to give a FREE pampering session & gift certificate to as a gift!

She chose you! CONGRATULATIONS!!

When is a good time for me to call/text you and go over the details of what all you've won???

Fabulous referrals (another option);

1st text:

Hi Megan! This is Auburnee! I don't think we've met but Darby Crain gave me your name. I have a favor to ask...

2nd text:

Yay!! Allison is so sweet! She is helping me with a huge Mary Kay contest! I have to do 100 free facials this month to help me finish it out. I am running out of people I know so I have resorted to texting complete strangers, LOL! She thought you might be adventurous enough to lend me your face and you get a free gift. Can you help me out?

For existing customers:
Updated look!

Hi Maria! Hope you're having the most incredible day ever!
I just wanted to touch base with you to see if you had your new year look down packed. ☑ ☐
If not, and you need an update, I'd love nothing more than to come over and spice up your look a bit-
it'll help me with training too!
You know it's completely free for me to come, & I'll even bring you a gift for being my guinea pig! Lol!

Could we get together this week?
I have Thursday & Friday open!
Xoxo, Auburnee

***Reply after she's booked a day: ***

Okay! Perfect! I have you down! What's your address?

Next text: to turn into a party!!

Awesome! I'm excited!
Most people love this experience with a few girlfriends. Plus it'll help me pamper 50 faces faster!
You can have up to 10 join us!
That way YOU can earn some additional free products!
If you have 3 or more there, you'll get \$50 in free and 6 or more there, you'll get \$100 in free!! Sound
good???

Next text:

Perfect!!!
Here's an invite you can send out to some friends! That way I'm doing the work for you! Lol! Just copy
and paste!!

If you invite 15-20, 5-7 will show up.

(TEXT TO SEND TO YOUR FRIENDS)

Hey friend! I'm super excited!
I was gifted a pampering package for myself and 10 of my friends from Mary Kay!
You know how much I LOVE you, so you are one of the 10 that I picked!
Part of my package was that you get a customized swag bag with some fun products in it for coming.

Will you text Auburnee at 423-241-9386 with you RSVP so that she makes sure to bring you a swag bag with products just for you??

text back to friends RSVP

Hi Kaycee!! Super excited to meet you!! I'll get your swag bag ready!! Also, please answer these questions so I can come prepared for you:
Have you ever used Mary Kay products before?
Is there anything going on with your skin currently that I can help you with?
Age range? Xoxo, Auburnee

***If didn't reply--
Last referral text:***

2- 3 months later:

Hi Cindy! It's Auburnee, Morgan's friend! Not sure if you got my last message a couple months ago. Just wanted to check and make sure!! I still have your free facial and \$25 gift certificate reserved if you'd like! What days would work best for you??
If not, just let me know so I can give it away!

***LAST LAST REFERRAL TEXT::
2- 3 months later:

Hi Stacy!! I tried contacting you a few months ago about the free facial Stephanie gifted you! I never heard back from you and we do need to connect by tomorrow evening or your package expires. Let me know a good time for me to call you with details! Hope you're having a beautiful day!