

NSD Diane Mentipty's Booking Scripts

(Updated 8/15/18)

BOOKING FRIENDS & FAMILY AS A NEW CONSULTANT

The secret to success with booking your first appointment is to use the MAGIC script shown below.

You may be tempted to change the script, but don't! And here's why: This script has been tested on over 100,000 people over the past 14 years and it WORKS. Even if you change 3 words, it can lead to NO results. Yes, we've seen that happen.

Of course you can add any friendly courtesies to the front like, "Hope your Dad is feeling better!" or "I missed you at the baseball game last night!" but other than that, you don't want to deviate from the script. It's perfection! When you use this script, 1 out of 10 people will say yes and book an appointment.

THE SCRIPT

Hi Lindsey! How are you? Okay, random question, so I am now a Mary Kay beauty consultant and part of my training is to give 30 women a free facial in my first month. Basically, you get a satin hands & lip treatment, a microdermabrasion spa treatment, a charcoal mask treatment, an anti-aging facial, plus an expert flawless finish. Any chance you could be one of my 30?

That's it! Your goal is to send this script to **everyone** you know. And it has to be PERSONALIZED and INDIVIDUALLY sent to each person. If you mass message, you will get NO response. It's just too impersonal. You can send this by text message, by email and by personal message on Facebook.

How many should you send it to? Ideally, you want to send it to over 75-100 people on your first day. If you send it to 100, 10 will say yes. If more say yes, great! That's a blessing! Don't worry, 50% of what you book will cancel or reschedule, so it's recommended to overbook and even double and triple book the same time slot. It always works itself out. I promise.

What do you say when they respond? When they respond, "Yes..what is it?" You say, "Great! Thank you so much! Basically, we pick a one and a half hour window that works best for you. Looks like I have an opening on Monday at 6:30pm or Saturday at 10:30 am. Do either of those work for you?" (only give two options)

You are welcome to schedule these at her home, your home or at your Studio, if you have

access to one. She may say, “Let me get back to you...”

“Okay sounds great. Okay if I text you to check in later tonight? I’m in a challenge to get these all set with times by midnight...we can even pencil in a time if need be. Thanks again for your support! I’m so excited about getting together!”

What do I say when I haven’t set a date yet?

The biggest challenge is to take someone from a YES to an actual date. So, if she ignores you, then in a day, follow up. She’s likely just busy. And then follow up every three days very kindly and passively. This is called being assertive. It becomes PUSHY when she says, “I’m not interested” and you keep asking her. Don’t do that LOL But as long as she has said she is interested, it’s your job to get her booked for an appointment.

Here is your assertive and non-pushy script ☺, “Hi Cheryl! I know you were interested in being one of my 30 facials. Thanks again! My schedule just opened up for next week. I have a Tuesday at 6:30 available and I have a few other spots too on Saturday. Would Tuesday work or is maybe the weekend better?”

And then I check in every three days, “Hi Cheryl! I’m getting close to finishing my 30 training facials and I still have ten more to go. I have you here on my list of people who said yes they would like a free facial, so I’m reaching out to get you scheduled. Sorry I haven’t been in touch..I’ve been so busy working on hitting this goal. So, let’s see...are you free this weekend for an hour? Or is like Monday night better? Thanks again!”

Three days later, “Hi Cheryl! We’ve been missing each other here...no worries! Are you still interested in the free facial or would you rather pass? I’d hate to bug you if you aren’t interested.”

So all of these messages are assertive, **non-pushy** messages and it shows you are a true professional that treats your business seriously and is totally committed to making your Mary Kay business a success.

Now they have set a date and time...What do I say?

You then say this, "Okay you are confirmed as one of my 30 pampering sessions this month on Saturday at 3pm. You’re appointment will be from 3 to 4:30pm and we always start and end on time so you’ll be out the door by 4:30. YOU ROCK! And, you can bring a few others along, like Mom, co- worker, neighbor or friend to help me reach my goal. Would you like me to reserve seats for anyone else?

What if I don't know that many people?

There are TONS of ways to reach more people ---

1. Are you on Facebook? If you have more than 10 friends on Facebook, message them.
2. Are you friends with **men** on Facebook? Here's a magic script to send to men: [Hey Jim!](#)
Okay, this one is kinda random, but I am a Mary Kay Consultant and I have 30 free facials to give away to deserving women this month and I've run out of women I know! I was wondering if I could reach out to some of your Facebook friends and send them a message inviting them for a free facial? I'll be totally respectful of their answers either way! Thanks so much!

TO BOOK SOMEONE FROM A FACIAL BOX VIA TEXT:

Recommended to set in three separate texts so it feels more real.

[Hi Jenna! This is Sarah Smith with Mary Kay! You entered to win a free facial and gift card at Tommy's Nail Spa! You are my Grand Prize Winner! So Exciting! Is there a good time to give you a call to coordinate? \(Send this first\)](#)

Once you get her on the phone, let her know what she's won!

[Well congratulations again! First you've won a \\$20 gift card off any of our product sets to use at one of our signature "beauty experiences"! You will get a free pampering session at my studio in Hudson and you'll receive a satin hands and lip treatment, a charcoal mask experience, a microdermabrasion experience, plus you'll get to experience our best selling anti-aging skin care along with a flawless finish! And the best part is you can share it with up to 6 friends although the gift card is just for you! Have you experienced Mary Kay before?](#)

Then coordinate scheduling the appointment.

FACEBOOK FRIENDS OF FRIENDS Another great way to get new referrals from your Facebook friends

Say this all your Facebook Friends to get more referrals:

Hi Marie! How is everything with you? I hope you are great:) I'm working toward a really huge promotion in my business with Mary Kay to earn my next free car and have been challenged to do a test panel and or get the opinion of 50 new women in the next 30 days. Would it be ok if I messaged a few women on your FB page to offer them a complimentary facial to help me with my goal? I'm super nice about it and respectful of their answers. Thanks either way! Diane

What to say to the Facebook Friend of a Friend:

Hi Lisa, I am Diane and I don't think we've met, but Marie Smith gave me your name. I have a favor to ask you...She is helping me with a Mary Kay contest. I am trying to become the youngest (or fastest) beauty consultant in the area to drive a free car! And I have to do 100 free facials this month to earn it. I am running out of people I know, so I have resorted to messaging complete strangers via Facebook, lol! She thought you might be adventurous enough to lend me your face and you get a FREE GIFT. Can you help me out? Thanks either way! Diane

When she says yes, you can respond:

Fabulous! So the scoop is we pick a one hour window that works best for you. At your appointment, you'll receive a satin hands and lip pampering treatment, a charcoal mask experience, an anti-aging facial, a spa microdermabrasion treatment plus flawless finish. I hold appointments at my studio (or you can "or I can travel to you"). Is a weekend or weekday better? And thanks so much for your support!

OR Another way you can respond:

That's perfect. I hold all individuals facials at my home studio in Marlborough on Tuesday and Thursday evenings. Or, if you would prefer to share your appointment with 2-5 friends (and get FREE products) I can be a little more flexible on the date. What works better for you?

Booking A David's Bridal Lead

(email for initial contact because we only receive email addresses and not phone numbers)

SUBJECT LINE: You WON our Bridal Prize Package!

Hey MARIA,

We are the official skin care and cosmetics company for David's Bridal and YOU have won our Mary Kay bridal prize package!! The prize package includes FREE product and is from our monthly customer appreciation drawing with David's Bridal for registered brides! Mary Kay is David's Bridal's preferred skincare & color cosmetics partner nationwide.

What is a good phone number where I can reach you to coordinate? Or feel free to call or text me at [774-249-1615](tel:774-249-1615). You can also email back with a phone number and a good time to call! :)

Congratulations! And I look forward to hearing from you!!

Best,
Diane :)

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BOOKING A LEAD FROM ANY LEAD GENERATION OR CUSTOMER APPRECIATION EVENT

"Hi Susie, this is _____ with Mary Kay! Your name was picked from our drawing at (the bridal show, or any other lead generation event) for a great gift and I was calling to coordinate! (wait for response) Are you familiar with Mary Kay? Great! (if she says 'yes' ask her if she has a consultant). You've won our signature "beauty experience" for you and up to 9 friends - which means you get to experience our NEW 3 step hand treatment, 2 step lip treatment, an ultimate facial including a microdermabrasion experience, a charcoal mask experience and flawless finish PLUS you receive a \$25 gift card offer any of our product sets!"

Proceed to schedule. If they say they don't have friends to share it with you're welcome to adjust so you don't lose the face and let them know you'll make an exception for them to still take advantage of it. And if they even want to share it with just one friend that's fine. You can decide how you want to handle the appointment, i.e. you can go to them, you can have them come to you, or you can bring them to your meeting / training Studio

Scheduling the date and time:

"Susie, there are a couple different ways for how and where we can get together for your pampering. I have a studio space in Hudson, Ma (or you could say, I hold appointments at my home studio etc.) and I am there Tuesday evenings or Saturday mornings, OR I also hold in-home pampering appointments for small groups of 5 or more adults. [If you wanted to get a few girls together at your home I could definitely be a bit more flexible with the day and time.

] Would you prefer to come to my studio or would you rather get a few girlfriends together for an in-home pampering?"

When Leaving a Voicemail:

"Hi Susie! This is _____ with Mary Kay. Your name was chosen as our winner from: the drawing we held at ____ OR the drawing you entered with us at _____. You won a great gift including FREE product and I was just calling to coordinate! You can reach me back to coordinate by phone or text at 555-555-5555. Congratulations and I look forward to hearing from you!"

BOOKING REFERRALS PHONE SCRIPT

"Susie, hi my name is _____ with Mary Kay. I know you don't know me, but your friend _____ and I got together for a free pampering and she thought of you and thought you deserved one as well so I have a great gift here for you from her and I was just calling to coordinate! (wait for response) Are you familiar with Mary Kay? Great! _____ (friend's name) referred you for an indulge pampering session which means that you get to experience our new 3 step hand treatment, 2 step lip treatment, ultimate facial including microdermabrasion experience, a charcoal mask experience PLUS you receive a \$20 gift card offer any of our product sets!"

Scheduling the date and time:

"Susie, there are a couple different ways for how and where we can get together for your pampering. I have a studio space in Hudson, Ma (or you could say, I hold appointments at my home studio etc.) and I am there Tuesday evenings or Saturday mornings, OR I also hold in-home pampering appointments for small groups of 5 or more adults. [If you wanted to get a few girls together at your home I could definitely be a bit more flexible with the day and time.] Would you prefer to come to my studio or would you rather get a few girlfriends together for an in-home pampering?"

Voicemail: *"Hi Susie! This is _____ with Mary Kay. I'm calling because your friend _____ and I got together for a free pampering and she thought of you and thought you deserved one as well so I have a great gift here for you from her and I was just calling to coordinate! You can reach me back by phone or text at 555-555-5555. I look forward to hearing from you, have a great day!"*

BOOKING REFERRALS TEXT SCRIPT

*Hi Alicia! My name is Amy and Erica Gouldy suggested I text you. I need to do 100 free facials for a Mary Kay contest. Any interest in a free facial?
(await response)*

Awesome! Thank you for your help! We just need to pick a one hour window that works for you. You get a fabulous 3 part hand treatment for satiny smooth hands, a do it yourself anti-

aging facial and expert foundation matching What typically works best for your schedule. Weekdays or Weekends?

BOOKING A Warm Chat

“Hi Susie, this is _____ with Mary Kay! I met you at Target the other day and I entered you into my raffle and your name was chosen as one of my winners! Are you familiar with Mary Kay? Great! (if she says ‘yes’ ask her if she has a consultant). You’ve won what we call an “indulge pampering session” which means you get to experience our NEW 3 step hand treatment, 2 step lip treatment, an ultimate facial including a microdermabrasion experience PLUS you receive a \$10 gift card towards any free product of your choice!” (you can offer \$10 or \$15 FREE instead and double the gift when they share with 3+ girlfriends who do not already have a consultant or when she holds her pampering by a specific date)

BOOKING Office Twirl Leads

“Hi Susie, this is _____ with Mary Kay! You entered our raffle the other day honoring working women and your name was chosen as one of our winners! Are you familiar with Mary Kay? Great! (if she says ‘yes’ ask her if she has a consultant). You’ve won what we call an “indulge pampering session” for you and 4 friends – which means you get to experience our NEW 3 step hand treatment, 2 step lip treatment, an ultimate facial including a microdermabrasion experience PLUS you get to select any \$25 in free product of your choice!” (you can offer \$10 or \$15 FREE instead and double the gift when they share with 3+ girlfriends who do not already have a consultant or when she holds her pampering by a specific date)

BOOKING an Office Twirl OFFICE

(if booking just the individual, follow the warm chat script above)

Hi Amy

This is Megan with Mary Kay!

I'm so excited to inform you that your name/office was picked from my "Honoring Working Women" raffle!!

You won a great gift and I was calling to coordinate!!

Are you familiar with Mary Kay? Great! (If she says "yes" ask her if she has a consultant) You've won what we call our instructional "Indulge Pampering Session" for you and 3 friends/office! It includes a 3 step hand treatment, 2 step lip treatment, an ultimate facial including a microdermabrasion experience.

Do you prefer a Saturday morning or afternoon appointment?

I always state the office won if more than two women from the same office filled out tickets :)

No answer:

Hi Amy

This is Megan Santos with MaryKay.

You are one of the winners from my "Honoring Working Women" raffle yesterday!!

You (and your office) have won a great gift and I'm calling to coordinate! I can be reached at 207-232-2304. I look forward to hearing from you!! Make it a GREAT day!

BOOKING An Existing Customer as a "lead" winner

Hi Susie, this is _____ with Mary Kay! Your name was picked from a drawing I did with all of my customers - and you won a great gift and I was calling to coordinate! (wait for response) You've won what I call a "beauty profiler" appointment where you get to experience a whole new color Look specifically designed for you using our brand new software PLUS you receive a \$15 gift card towards any free product! (proceed to schedule) What works better for you - a weekday or a weekend?

BOOKING A Customer as a Model for your Portfolio

Hi _____ this is _____ with Mary Kay! I'm calling for 2 reasons - first to check in and see how you're doing on your products and - second - to let you know that I'm building a model portfolio book for my business with face models for before and after color makeovers! I would love to feature you in my portfolio - essentially that means we will quickly facial you to foundation then do a whole new color makeover featuring new colors for the season. It's a lot of fun and you'll receive a free mineral eye shadow just for helping me out! What works best for you - a weekday or a weekend? (set date) If you want to include a friend or a few friends and make it girlfriend time that's great too because it helps me build my portfolio even faster!

Tentative Booking Approach

If she says she wants to check with her girlfriends or isn't sure what works in her schedule or she needs to check her schedule use the tentative booking approach.

For example if she says she wants to be able to check with her girlfriends to see what works for them first: *"Susie, I can totally appreciate that, however, I want to be sure to set aside a time for you before my schedule fills up. Why don't we tentatively look at a date and time that works for you and I in order that you have a tentative day to ask your friends about. (You can add: If your friends are anything like mine, when you start asking what is best for them each person will give you a different answer and then you will be trying to coordinate many schedules at once which is just a headache and I want this to be fun and stress-free for you!) Of course, if for some reason the time we pick just doesn't work for ANYONE we can always reschedule it within the next day or two."* Then go right into booking it! "What works best in your schedule? A weeknight or a weekend?"

Common Booking Objections and Responses

- . 1. **“I’M TOO BUSY!”** Great! Mary Kay has taught us that it is the busiest people who get things done. That’s one reason why I chose you! OR “All the more reason you deserve some pampering and to take a break! I promise to keep it fun and fast and we can work within whatever time frame you have available.”
- . 2. **“HOUSE PROBLEMS”** Great! I would love to have you and your friends as guests in my home/to my studio.”
- . 3. **“I DON’T KNOW ANYONE”** Great! This will give you a chance to make some new friends! Just ask 2-3 people and have each of them bring 2-3 friends!
- . 4. **“I DON’T HAVE ANY \$ TO BUY MARY KAY”** Great! The pampering is completely complimentary. PLUS! Did you realize you can get your products at a reduced cost or even free when you share your facial with a few friends who purchase the product?”
- . 5. **“I DON’T USE MAKEUP”** I can appreciate that. Makeup is a personal style choice but skincare is important for everyone and I believe you will be really impressed with our skin care! I would certainly value your opinion and I believe you would have fun with it.
- . 6. **“I’VE BEEN USING BRAND X”** Great! I’ve heard a lot about that product but I’ve never tried it. Getting your opinion would really help me later because I will be talking with others who use your brand too and your opinion will give me a good comparison. **OR** Great! I am glad to hear you are using a quality product (if it is a prestige brand) and would really value your opinion as to how Mary Kay compares to what you are already using.
- . 7. **“I’M ALLERGIC”** Mary Kay has just recently improved all of our skin care products. They are all allergy tested and fragrance free! Mary Kay gives you the opportunity to try the products before you consider purchasing and you are protected by a satisfaction guarantee! You see... Mary Kay caters to people with problem skin!

Diane’s Booking Tips

- Call NEW leads within 24 to 48 hours of receiving them while you and the MK brand are fresh in their minds.
- When you leave a voicemail be sure to immediately text as well. Many people don’t listen to their voicemail messages!
- The best times to call and book are 11:30 am to 1:30 pm on weekdays or between 5 and 7:30 pm (lunch hours and after work)
- Practice makes perfect. Practice the scripts in front of a mirror multiple times. And keep them in front of you when talking. P.S. Don’t sound like you’re reading a script ;-)

- Never tell people what they have won in your voicemail, text or email. If you do they won't call you back. Always let them know they've won a "great gift" or "great prize package" so they are excited to find out WHAT they won!
- Be professionally casual. Sound real. Excited but not too perky!
- Be tactfully persistent in following up with leads. Call today. Again in a few days. Again next week. Again in a few weeks. Again in a few months. Repeat in a few months. Do you know that over 90% of sales happen after the 6 contact?
- Always have a deadline to what they have won, i.e. valid until the end of the month, valid for 30 days, etc.

You've booked them... NOW WHAT?? How to follow up every few days to mitigate cancellations

The secret is pre-profiling

Coach ALL of your Bookings and Pre-Profile ALL Your Guests to build a relationship with your guests before they come to their appointment. Appointments will cancel if you skip this step, so it's the MOST IMPORTANT step.

Send this text to your guest to preprofile 3 days before the event

Hi Juliana, I'm super excited to see you on Saturday at 4pm. Can I text you a few quick questions about your skin to be prepared for your facial?

Send this text to the guest of a friend 3 days before the event

Hey Kacie! Denise said your coming w/ her to the Mary Kay appointment Sat@12pm!
 Fabulous! I'm so excited to meet you! Do you text? I have a few questions about your skin so I'm prepared for everyone! Thx, Your Name

Here are the questions to send:

1. Have you ever tried Mary Kay before?
2. What are you currently using for your skin care?

3. What type of skin do you have dry, normal, combo or oily?

4. What would you change if you were to change anything about your skin- fine lines, dark circles, uneven skin tone, smaller pores, blemishes?

If they have NEVER tried MK:

Awesome thanks so much! I always love to pamper a Mary Kay first timer! You will be blown away with the instant results! Can't wait to pamper you. It will be so much fun!

If they HAVE tried MK:

Awesome thanks so much! I always love to pamper someone who knows Mary Kay. Do you have a consultant? I can't wait to pamper you and you'll see amazing, instant results. It will be so much fun.

Then you can send the address to them:

Here's the address - xxx - Looking forward to meeting you!

Day BEFORE confirmation text

Hi Sarah! I've reserved your spot at the studio for tomorrow, so looking forward to seeing you at 10:30. Will it be you plus Joanie and Sam? We do have an opening for one more, if you had someone else last minute. See you tomorrow. We will be done by 12:30 pm and we always start and end on time.

Day OF confirmation text

Good Morning, I'm super excited for the awesome pampering session today at 11:30. Can u come 5 minutes early to find parking and match your foundation???

Once they say YES say this:

Fabulous! I'll see you at 10:25 ish and we will get started right at 10:30. Looking forward to it! We will be finished by 12:30 pm Our group events take about 2 hours but are super fun and include free product giveaways. Thanks again!

If she is ignoring you say this:

Hi Sarah! I haven't heard back from you and my phone's a little wacky sometimes with

texting, so just wanted to check in again. I reserved a seat for you tomorrow at 10:30. Can you let me know by tonight at 7 pm if you can make it? If I don't hear from you by 7 pm tonight, I will have to open the spot up to someone else on our wait list, so totally let me know either way. Thanks so much!

Need to find more time in your schedule to BOOK??

Here are some ideas from one sales director for how she made it happen!

1. Turn off your TV. That's how I became a director and earned a free car.
2. Take your cell phone into the bathroom. Text while on the loo. Oh yes, I'm serious.
3. While at family gatherings, excuse yourself to the bathroom and set a goal to send 20 texts in under 5 minutes while hiding in the bathroom. Flush. P.S. I do this ALL the time.
4. While out with friends for dinner, excuse yourself to the bathroom. Go into a stall and send 20 texts in under 5 minutes. My friends NEVER KNOW I do this. And sometimes I've had a glass of wine so it's easier. :)
5. Say NO when someone asks you to join a club you don't want to join, go to an event you don't want to go to, or spend time doing something that isn't good for your life or business. Believe it or not, "NO" is a complete sentence. "NO" frees up time for you to work your business and achieve your dreams.
6. Text while at the gym on the bike.
7. Text while waiting for the doctor.
8. Text while brushing your teeth or blow drying your hair. You will look weird, but you'll look VERY hot one day in your free car.
9. Text while someone drives you somewhere.
10. Text while you get your hair done or a pedicure.
11. Ran out of time to text during the day? No worries. You can text at midnight! Set your phone to airplane mode. Send 100 texts. And then take it off of airplane mode when you

actually want the messages to send in the morning. #Genius

Any down time can be income time with texting. I know this. I use it. I love it and my family thinks I don't work. They just think I used the bathroom a lot...with my cell phone. Get out there and HUSTLE. It will change your life. It's worth it.