

Referral Booking Script

[calm, joyful, soft tone in your voice. Slow and calm.]

If you get a Voicemail

“Hi _____! My name is _____ and I’m a friend of _____!”
_____ and I were together recently and I have a gift for you from her! Please call me back at _____. Thanks so much! Bye!”

If she Answers:

“Hi is this _____? [wait for her response] Hi _____! My name is _____ and I’m a friend of _____! _____ and I were together recently doing some facials and makeovers, and other fun pampering, and I asked her if she knew of anyone she thought deserved some free pampering and free product, and she put your name at the top of the list! [giggle] So, I’m calling to let you know of this gift I have for you from _____. It’s called the Princess Pampering Package. There’s nothing required of you. The gift includes a free facial, makeover, hand treatment, and a gift certificate for some free product to take home. Does that sound like something you’d enjoy? [wait for her response]

Let me ask you, have you ever been pampered with Mary Kay before? [wait for her response]

→ If yes, “Great! Do you have a consultant who’s currently servicing you?”

Great! What’s her name? [let her respond] “OK, do you have a way to get in touch with her? [wait for her response] Great! Would you mind if I called her and ask her if she’d like to be a part of this? [wait for her response] [if yes, call the consultant, tell her you got her name as a referral and ask her if she’d like to take over from here. If she does, release it. If she doesn’t, ask her if it’s ok if you facilitate the pampering. If yes, call the referral back and proceed.]

→ If NO, say, “OK! The only reason we ask is that if you did have a consultant, we want to honor that, but since you DON’T, then we’ll go forward!”

“So, you can either do this by yourself, or you can invite up to 5 of your girlfriends and do it together. Either way is ok. Everyone gets the same pampering, and the same free gift certificate. [say lightly and in a really fun way] Do you think you’d have any problem rounding up some women who want some free stuff?” [laugh and wait for her response]

“Let me give you the schedule and let you pick a date that you think MIGHT work for everyone, and then I’ll give you some time to run that by your girls and see if that works for them, too, ok? I do my appointments on _____ @ _____, and _____ @ _____. Do you have a preference of day? [wait for her response] *****

“Great! Let me see what the first available is and then see if that might work for you. The first available _____ @ _____ [ex: Tues @ 6:30] is THIS Tuesday the _____. Do you want to try for that? [wait for her response] OK. Great! I’ll put a 24 hour hold around this time slot for you, and that should give you some time to call your girls

tonight and check and see if that works for everyone. I'll call you tomorrow, and then let me know if _____@_____works. If it does, great! If not, we'll try again! Thanks so much!

*****→IF SHE SAYS SHE NEEDS TO CHECK HER SCHEDULE OR CHECK WITH HER FRIENDS:

Oh, SURE! I totally understand. Let's do this. Take your BEST GUESS as to which day you THINK MIGHT work for everyone, THEN I'll give you 24 hours to check your schedule, check with your girls, and make sure. If it works, GREAT. If not, we'll try again. That way, I have you down for SOMETHING, and that's the way I'll know to call you tomorrow. SO, take your BEST GUESS. Would you prefer a _____[Tuesday, for example] or a _____? "Great! Let me see what the first available is and then see if that might work for you. The first available _____@_____ [ex: Tues @ 6:30] is THIS Tuesday the _____. Do you want to try for that? [wait for her response] OK. Great! I'll put a 24 hour hold around this time slot for you, and that should give you some time to call your girls tonight and check and see if that works for everyone. I'll call you tomorrow, and then let me know if _____@_____works. If it does, great! If not, we'll try again! Thanks so much!"

24-hour Confirmation Call

A booking is NOT a booking until it's 24 hour confirmed.

"Hi_____! It's_____! Just calling to check and see if _____@_____ is going to work for everyone! [wait for her response]

→If the DATE DOESN'T work—"That's ok! Let's find another date. When you spoke to the girls, did they prefer a _____or a _____?" [keep in mind YOUR schedule] "Great! My first available is _____. Want to try for that?" [repeat same booking process from above, and do 24 hour hold on that date too.]

If YES & at HER house—"Great! Is it okay with you if we all gather at your house? [wait for her response] Great, thanks! May I have your email address so I can send you the details of the pampering session, and you can pass that along to your girls, too?

If YES & at YOUR house—"Great! I'll send you directions in an email, along with details of your pampering session that you can pass along to your girls too. What's your email address?

→ Would you mind if I asked you a couple of questions about your skin so I can have all the right products there for you? [wait for her response] [Pre-Profile her**see PP section]

One final thing—would you mind giving me the names and phone numbers of the girls you invited so I can ask them the same questions about their skin too?

[wait for her response] Great! Thank you so much, _____. Looking forward to seeing you on _____@_____!

→If she says, “Well...actually, I haven’t talked to all of them yet...” Then you STOP THE PROCESS IMMEDIATELY and say, “Oh! OK. Well, then that needs to be done FIRST before I can hold this time slot for you. I have a 24 hour hold around this timeslot until _____ tonight. Call them really quickly and just check and see if this date works for them and let me know by _____tonight, ok?”

****WORD TO THE WISE...**If the time comes when your 24 hr hold is UP, and you HAVEN’T HEARD BACK FROM HER...RELEASE THE HOLD. RELEASE HER. IMMEDIATELY Move on and fill that time slot with someone else. DO NOT HOLD ON TO HER. People show you the truth of who they are/what their intentions are by what they DO, NOT what they SAY. I’ve heard it said, “When people SHOW you who they are, believe them the first time.” IF you were meant to have a pampering session with her, she would EITHER comply with your directions, OR she will CALL YOU again. But you are not to CHASE after anyone, and YOU are FULLY responsible for the health of your business. Fill that timeslot with someone else. EMOTIONAL STABILITY IS EVERYTHING IN YOUR BUSINESS.

24 hr Confirmation Call: Voicemail

“Hi _____! It’s _____! Just calling to check on the date for your Pampering Session, and see if _____@_____ is going to work for everyone. I have a 24 hour hold around this timeslot for you, and can hold that until tonight at _____. Please give me a call and let me know if it works for everyone today. If you need to pick another date, that’s totally fine, but I have to release the hold on this time slot by _____. Thank you so much! Bye!”

Confirmation Email

It’s very important that you send a confirmation email to your hostess right after you hang up with her. It needs to include: Gratitude, details of the session, time & date, expectations for childcare, directions [if applicable] and any information on food/beverage—honoring our no-alcohol policy.

Example:

I am so excited about your pampering session scheduled for _____ @ **pm.** Your session will include an Anti-Aging facial, makeover, hand treatment, and a gift certificate! You may have **up to [3— 5]** of your friends/family there [total of _____ people with you included], as long as they are 18 yrs or older, and they will also receive the pampering and the gift certificate as well. The session will last approximately 2 hours. For the respect of all parties involved, please arrange for childcare during this time [if applicable]. Also, to respect everyone’s time, please encourage your guests to arrive on time. That way we can begin on time and end on time.

[If at HER house]—if you’d like to serve light refreshments, feel free to, though it’s not required. ☺ If you would like to serve beverages, please—no alcohol. If you desire to serve alcohol, please save it until the very end, as alcohol interacts with our skin tone and changes its color, making makeup hard to match.

[if at YOUR house]—include directions.

I can't wait to see you and your girls! We're going to have a GREAT time!

Pre-Profiling

If you want your SCC to HOLD, you've GOT to pre-profile the guests—IMMEDIATELY after confirming the SCC date. Why?

- 1. So they can put it in their datebook NOW and save the date.*
- 2. For you to build a relationship with them so they'll WANT to come to the SCC*
- 3. To make sure you have all the right products with you.*

A HUGE NO-NO—waiting until the week of or days before to pre-profile the class. PP the SCC is JUST as important as BOOKING the SCC.

Pre-Profiling—have a MK customer profile card out:

She answers the phone:

"Hi _____! My name is _____ and we have a mutual friend in _____! I am _____'s Mary Kay consultant, and she's told me that she's invited you to her pampering session at _____ at _____. [wait for her response] Did she tell you I might be calling you? [giggle] I just wanted to call and ask you a couple of questions about your skin. Do you have 20 seconds? ☺ Great!

*→Tell me about your skin—do you have normal to dry, combination to oily, or acne prone skin? [wait for her response] OK. [if you have similar skin to hers, say, 'me too!'] **If she has acne skin**, say, 'OK—do you get acne just around a certain time of the month, or is it all the time?' [wait for her response] 'If it's just around a certain time of the month, there's nothing I can do but pray for you [giggle], but if it's all the time, I can HELP YOU! ☺'*

→If there was anything you'd like to CHANGE about your skin, what would that be?

→What do you like BEST about your skin?

→What's your skin tone? Are you Fair, Medium/Beige, or Dark?

OK, Great! We'll be starting the Pampering Session RIGHT at _____, but if you arrive about 10 minutes early, we'll be doing a hand treatment together to make your hands clean and soft, ok? Also, do you have directions? [wait for her response] OK, great! We'll see you about 10 minutes before _____ on _____! See you then! Bye!"

If you get a voicemail:

"Hi _____! This is _____, _____'s Mary Kay consultant. She's told me that she's invited you to her pampering session on _____ at _____, and I just wanted to call and ask you a couple of questions about your skin so that I can have the right products for you. It'll only take about 20 seconds. ☺ Please call me at _____. Thank you so much! Bye!"

****When you're pre-profiling, keep in mind that the GOAL is to BUILD A RELATIONSHIP with her before the class. It doesn't take much, and this call, though simple, is very powerful for the beginning stages of relationship-building.**

ORGANIZATIONAL TIP:

Paper clip together all the profiles of the guests, with the hostess's profile on top. Put inside your Focus Folder [www.pamelashaw.com, Design Tools], and keep there until the day of the class. Write down in your Daily Task List [get these through Heather], 24 hours BEFORE the class to call the hostess.

Once the class is 24 hour confirmed, the hostess is pre-profiled, the confirmation email has gone out to the hostess, and all of the guests are pre-profiled, the PRE-WORK for the pampering session is FINISHED! [should take 30 minutes for each SCC]. The ONLY thing left to do is to call the hostess 24 hours before the class!

24 hours before the Class: Call the hostess.

She answers:

"Hi _____! It's _____! Just calling to confirm tomorrow's pampering session at _____, and to get a final head-count from you. Is everything good for tomorrow? [wait for her response] How many are coming? [wait for her response] Also, I will be arriving about 30 minutes before it begins to set up. The guests should arrive about 10 minutes beforehand. Can you give them all a quick text or call to remind them about arriving a little early? [wait for her response] Thank you so much! See you tomorrow!"

Voicemail:

"Hi _____! It's _____! Just calling to confirm tomorrow's pampering session at _____, and to get a final head-count from you! Please give me a quick call back and let me know if everything is good for tomorrow! My number is _____. Thanks!"