

# Scripts for ALL different situations...

by Melissa Smith

I've compiled a document with some of the BEST most effective scripts that have been used by real consultants and directors with great response! Although results may vary of course... these have been tweaked, tested and refined to get the best results. You can always make slight adjustments to fit your situation or personality, but know that certain wording, timing and offers are key to the success of a script.

***Scripts are designed to help you chose words that will communicate your message without coming across pushy or self-serving.***

We want our clients and prospects to feel respected and appreciated, so be cognizant of your timing, length of text and conversation. You have 8 seconds to get her attention! Short and sweet, what's in it for her and/or what's your cause or goal she can be a part of, etc...

You will find:

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More to come... I will update as I get more for other situations...

## Booking Business Debut

### Business Debut Booking Script

*Hi (their name) this is (your name), I just started my own business in Mary Kay and I am having my business debut on \_\_\_\_\_. As a part of my training program I have been challenged to practice on 30 faces in 30 days. My MK mentor asked me to think of women who support and encourage me, so of course I thought of you! Is there any reason why you couldn't be one of my faces and attend my debut?! . . . GREAT! I am so excited.*

### If They Can't Come

*I understand, I would still love to practice on you! When can we get together!?*

### Book A Date

*Since I've been challenged to do 30 faces can you think of a couple of girlfriends who would like to join you? You'll get \$50 free if you bring 2.*

### If Guests Haven't Responded Yet

*Hey Becky! I noticed that you hadn't responded to my invite to my Mk debut party. I just wanted to take the time to let you know how much it would mean to me if you were able to come. 😊 You are a special woman in my life and YOUR support will make all the difference to me personally and professionally!! It means so much that I can count on the support of friends and family in this new adventure so I just wanted to thank you in advance and I look forward to seeing you on Saturday at \_\_\_\_\_. 😊 Can I count you in?*

### Director Confirming Guests For Launch Party

*Hey Suzi, Thank you so much in advance for coming to Anna's debut party! For a new consultant, it means so much when their friends and family come to support them!! So I just wanted to thank you in advance and I look forward to meeting you on Friday! I want to be sure we have everything ready for you. Can you tell me if your skin is more Oily or Dry? If you had a magic wand, is there something you would change? Do wear make up to work? What's your current skincare routine?*

### Booking First Power Start

*Hi (their name) this is (your name), I just started my own business in Mary Kay and I have a challenge as a part of my training program to practice on 30 faces in 30 days. My MK mentor asked me to think of women who support and encourage me, so of course I thought of you! Is there any reason why you couldn't be one of my faces?!... GREAT! I am so excited, I have this time (day/time) and this time (day/time) available, which works best for you?... To meet my goal of 30 faces in 30 days, you are so welcome to bring some friends with you. Thanks!*

## Booking Warm Chat Leads

### Booking Facial

*Hi this is Melissa with Mary Kay, I met you at and I gave you my card. I am wondering if you have a little bit of time in the next few days to get together for the free facial we talked about. Let me know if you would prefer a daytime, evening or weekend apt. Also, I have a really fun girls night out this Thursday at 7 and I have a couple of open spots. Let me know if you are interested in that and I will reserve a spot for you. I can't wait to hear back from you! Have a great day!*

### Booking Facial

*Hi this is Melissa with Mary Kay, I met you a while ago at Target. I am wondering if you have a little bit of time in the next week or so to get together for the free facial we talked about. I am in a challenge to do 30 facials this month and would love your help 😊 You could even ask a couple of girlfriends to join you if you want and earn \$50 in free product. Let me know if you would prefer a daytime, evening or weekend apt. I can't wait to hear back from you! Have a great day!*

### Booking Text Script

*Hi Jessica! I am so excited! I'm currently in the process of promoting myself and part of the qualifications is to facial 30 women this month! I am giving away lots of free stuff to anyone who lets me borrow their face. Is there any reason why you couldn't be one of my 30?*

### Book Facial/ Interview

*Hi Debbie this is Melissa with Mary Kay I met you at the car wash a week or so ago. Thank you for introducing yourself to me I so enjoyed talking to you! I really want to get together with you and I'm wondering if I could ask for your help this month. I am working on a goal to wrap up our first 1/2 million \$ year and earn a diamond ring by June 30th and I have been challenged to get the opinion of 30 women on our new products and our business plan. Could I borrow your face and your brain for an hour? I promise to give them back better than I found them 😊.*

### Booking Final Attempt

*Hi Toni this is Renée with Mary Kay. I'm so bummed I haven't been able to reach you since we met earlier this summer. You just really impressed me, so beautiful and super sweet too! Maybe you've changed your mind about checking Mary Kay out or you've just been really busy and that's okay. If you would still like to be pampered let me know, I've got some openings this week! I don't want to be a pest so I won't reach out to you again but I would really love to hear from you! 😊*

### Booking Final Attempt

*Hi \_\_, this is Renée with Mary Kay. I'm so bummed I haven't been able to reach you since we met at Best Buy a couple months ago. You really impressed me and I just thought you were such a beautiful woman, and you were very sweet too! It occurred to me that maybe you've changed your mind about a complimentary Mary Kay makeover session- if so, just let me know it's not for you. That way I won't keep trying to contact you. I figured that most likely you're just super busy, and I keep catching you at a bad time. In that case, just let me know you still want to be pampered! I don't want to be a pest so I won't text again but I would really love to hear from you!*

## Booking Referrals

*Hey Sarah, I'm Melissa and I just did a facial & makeup appt with your friend Jessica! She said you'd love a complimentary session too! I am in a challenge to do 30 facials/interviews this month and would love your help, you could even ask a couple of friends to join you if you want. You'll get \$15 in free product just for helping me meet my challenge, if you bring 2 girlfriends you get \$50 free. I have an open spot on thurs, fri or sat! Which is best for u?*

### Booking Script For Referral

*Hey Girl! You don't know me, but I'm friends with the awesome Cheryl McKelvey & I need a favor & she said you were really nice & might help me out! I'm in a contest with Mary Kay to do 30 makeovers in July & I will give you a FREE GIFT if you do 1 with me. It's super-fast & I would come to you. If you don't already have a Mary Kay consultant taking care of you can I borrow your face for this? I'm not pushy & it's totally fun! God Bless, Melissa*

### Video Booking Script

*Hey Christy! I just did a facial & makeup appt with your friend Hayley Camara! She said you'd love a complimentary session too, please watch this video for the scoop 😊*

Follow up next day

*Hey Savannah just following up to see if you would be willing to help me with my goal and let me borrow your face? 😊*

If They Say No

*Ok thanks a lot for responding. Mary Kay is primarily a skincare company. Here is my website if you want to check out our skincare, our Timewise line has been the #1 bestselling line of skincare for over 20 years. If you find that you would like to try anything or if you have problems with your skin and need help let me know 😊. Here is my website: [www.marykay.com/melissamaysmith](http://www.marykay.com/melissamaysmith)*

If They Say Yes

*Awesome! I have a few times available in the next few days. Do you prefer a daytime or evening appt?*

*Yes I do, would you prefer morning or afternoon?*

*Ok which works best Monday or Tuesday at 1pm?*

*Awesome. Are you interested in bringing 2 friends to earn \$50 in free product?*

*Ok, either way is fine with me. Here is what you can use to invite: Hey! I am getting together with this awesome Mary Kay girl for a free facial and helping her reach a goal. My facial is on Tuesday June 16th at 1pm and she said I could share this time with my girlfriends to earn \$50 in free product. I think it's going to be fun! Can I count you in? :-)*

*Ok great! I just need a quick minute to get some information about your skin so I can have everything ready for you. Can you text me back... Is your skin type normal, dry, or combination? Do you have any problem areas you want to change or cover up? Do you wear makeup to work? What brand of skincare do you use now?*

*Awesome. I know just what to bring for you. My address is \_\_\_\_\_. I look forward to meeting you on Tuesday, let me know as soon as you can if anyone will be joining you so I can ask those same questions ahead of time. I have you in my calendar for Tuesday at 1pm, if you can send me your email address I will send you a Google invite with all the details so you can add it to your calendar 😊*

#### Script For Old Referrals

*Hey Sarah, I'm Melissa and I did a facial & makeup appt with your friend Jessica Lammers a while ago. I just came across a gift of friendship from Jessica which entitles you to \$15 in free product and a complimentary facial and makeup appt 😊. I am in a challenge to do 30 facials this month and would love your help, you could even ask a couple of friends to join you if you want. If you bring 2 girlfriends you can earn \$50 free. Is there any reason we couldn't connect this week or next so you can redeem your gift?*

## Booking Pearls Of Sharing Scripts

*Hey Amy, I am so excited, I just started a new business with Mary Kay! I am working with my director this week on some practice interviews where I will learn how to present our business opportunity. I'm sure Mary Kay is not something you are looking for or considering but you are just the type of person I would pick if I could, and I know you would ask good questions so I would get the most from my training. I can either bring you as a face model this Thursday night and you would also get a facial, or we can meet for a quick 30 minutes for coffee with my director. Is there any reason why you couldn't help me out?*

### New Consultant Text Script For Director To Book Sharing Appointments

*Hey \_\_\_ it's (your name). I'm so excited I just started a new Mary Kay business! I'm working with my director this week on some training about our business opportunity and she will probably be reaching out to you with a text message. I would so love your help! :-)*

## Booking Sharing Appointments

### Booking Sharing To Watch Video

*Hi Charlene it's Melissa with Mary Kay. I met you at Bernadette's party in March. I am working on a goal in Mary Kay called "Queen's Court of Sharing". To reach this goal I have to help 24 women start and build successful Mary Kay businesses. My deadline is June 30th. The reason I am telling you this is because in order to reach this goal I have to share the facts about our business with 60 more women, and I picked you because of your background as an aesthetician, and your personality 😊. Would you be willing to watch a 15 video about our business opportunity and chat with me about your thoughts for 10-15 min?*

### Leadership Bookings

*Hey Julie, I have a huge goal in my Mary Kay business and am wondering if you can help. My future national sales director challenged me to step up my game and step into a position of leadership because she believes that I have what it takes to be a sales director, and I do too. And I don't know if this would ever be anything you would possibly consider but if I could pick my dream team you would be on it. And so... I'm just wondering if you would let me borrow your brain and give you some information. You can tell me no if you want to but it would just make my heart soar if you would listen. Is there any reason why we couldn't grab a cup of coffee this week?*

### Asking Someone To Take Another Look At MK

*Hi Krista it's Melissa. For the longest time I have felt this nudging to ask if you would meet me for coffee to revisit the Mary Kay opportunity. I have always thought you were such a quality woman and I am always looking for ambitious women who are wanting more from their lives. I am working on a huge goal in my business and I would like to offer you an invitation into the atmosphere that Mary Kay has to offer. I think perhaps God has put me in this position to expand your mind to this opportunity. Would you meet me for coffee and let me borrow your brain for 30 min? Please take a look at this short 15 min video before you respond. If you don't want to talk Mary Kay at all, I will be totally cool with that, and I would still love the opportunity to catch up, but at least I will know that I made the offer to you 😊.*

*<http://www.daciaw.com/page/theopportunity>*

*Looking forward to hearing back from you, Melissa*

## Booking Brides

*Hey \_\_\_\_\_ it's Melissa you don't know me but I received your name as a bridal referral and you have won a girlfriend pampering package with me. It's a really great prize, call me back on my cell and I'll tell you all about it. My number is \_\_\_\_\_, I look forward to hearing back from you today, Congratulations!*

Bride Email

*Beautiful Bride,*

*Congratulations to you on your upcoming wedding!*

*I am an [List your current MK title] with Mary Kay in Lafayette, and I specialize in working with bride's nation-wide. I am honored to work on an Executive Bridal Team in your area. From time to time, we do drawings of free product, makeover sessions & gift certificates to registered brides. Your name was recently drawn as one of our monthly Winners. (if they ask where you got their name...let them know they must have registered at an event or with one of our partners)*

*Congratulations! I am excited to visit with you! You can contact me at my office [list number]. If you catch my voicemail, please leave me a message and I will get back in touch with you as soon as my schedule allows.*

*If you are already working with an Independent Beauty Consultant with Mary Kay, please contact her directly and she will be more than happy to assist you with your Bridal needs.*

*\*\* If we do not hear from you within one week, we will assume you are passing your package to another bride and we will do another drawing.*

*Thanks for your time and may you thoroughly enjoy this wonderful time in your life!*

*Sincerely,*

*[list your name & pertinent info]*



## Customer Care

### Customer Check In Call

Here is the script that NSD Jan Thetford uses, and says that in 22 years nobody has told her “no”!

*"Hi \_\_\_\_ this is \_\_\_\_\_. Do you have a quick minute? One of my jobs as your MK consultant is to give you a seasonal update & January is the best month to do that because the winter weather wreaks havoc on our skin! I bet, if you are like most of us, you are looking for a “new year new you” makeover and I would love to spend some un-rushed time with you to update you and answer any questions you may have. Which would be better for us to get together? Weekday, Evening, or Weekend? (And you only give choices that you have available or are willing to work. You are in control of your schedule!!) You know what? We have some BRAND NEW and exciting products being released, and I will give you one for FREE ... and that's a \$\_\_\_\_ product for free ... (or some other product of your choice) if you have 2 friends just like you that are over 18 and do not currently have a Mary Kay consultant when I come on \_\_\_\_\_(the date selected). Who do you think you will ask?"*

### Follow Up After A Facial

*Hi \_\_\_\_, this is \_\_\_\_\_. Do you have a minute or are you busy with your family? I wanted to follow up after last night and thank you so much for coming as my guest. That meant a lot to me. I am currently finishing a huge goal of \_\_\_\_\_. I really appreciate your taking time to help me toward that goal! Thank you!*

- *Did you have a good time last night?*
- *What did you like best?*
- *Did you learn anything about skin care and glamour that you didn't already know?*
- *Were there any products that you didn't purchase last night that you can't live without? I'll be doing deliveries later on in the week and I'd be happy to drop by anything you are in need of.*
- *As you listened to the Mary Kay marketing plan, and the opportunity it offers to consultants, what impressed you the most about what you heard?*
- *Have you ever thought about doing anything like Mary Kay, part-time for extra money?*

### Following Up With Customers

*Hi, Suzi, this is Faith, your Mary Kay consultant. I am calling to check in and make sure you are loving all of your Mary Kay products. Did you receive the newest Look Book? Did you see pg \_\_\_? You will love the new \_\_\_\_\_! I thought it would be perfect timing for us to get together so that you can see all of the new products. We can either meet at the studio or I can come to you, which would you prefer? (book her and then have her invite a friend or a few)*

### Calling Customers You Haven't Spoken To In A While

*Hi Suzi. This is Cindy with Mary Kay do you have a quick minute? First, I wanted to apologize for not being a very good consultant and staying in touch better! Are you still using the products? (if yes- “which ones”, if no- “may I ask why not?”) Are you receiving the Look Book each quarter? Would you like to continue receiving it? Suzi, as my gift to you I would love to give you an updated facial with a \$15 gift card....maybe re-match your foundation, show you some new things...would the weekend work better for you or maybe during the week? Better yet, you could be one of my face models on our Thursday makeover night!*

(This is of course assuming they answered positively...otherwise you thank them for their time and they can call you if anything changes...make sure they have your # if they are using another consultant-that could change.)

#### Text For Pre-Sale

*We have a new product!!!! Timewise repair deep wrinkle filler!! Isn't out yet til the middle of the month, it gets rid of DEEP lines!!! 100% results! (Nothing has ever had that)! Already has the Good Housekeeping Seal- prior to being sold, it's that good ;- ) I will have it in stock in a week! I'm pre-selling them so I can offer it at a discount price! 1 for \$38, (regular \$45) Or Buy 1 get 1 half price! \$22.50 savings! It gives instant results!*

#### Booking Text For Existing Customers:

*Hi Susie! How are you? I just got my new Mary Kay fall products in and I need a few guinea pigs to give feedback on them so I can determine what to stock. Thought I'd ask you! Wanna be my guinea pig?  
Hugs, Mary Kathryn*

## Pre-Profiling

### Pre-Profiling Guest List

*Hi Natalie, this is Tami with Mary Kay and I'll be doing your pampering session on Wednesday, July 10 at 5 o'clock at Danielle's. I just need a quick minute to get some information about your skin so I can have everything ready for you. Can you text/call me back... Is your skin type normal, dry, or combination? Do you have any problem areas you want to change or cover up? Do you wear makeup to work? What brand of skincare do you use now? Thanks. I look forward to hearing from you soon.*

### This Is Your Response

*Awesome! I know just what to bring for you. Can you get there a few minutes early so I can match your foundation?*

## Facebook Booking

Here is the script to private message your friends on FB to meet THEIR friends... NEVER post on their wall or your timeline to the masses! READ & PERSONALIZE it before you copy paste it ;)

First Private Message On Facebook NOT On Her Wall

*Hey Tracy! How are you?!? :) I actually have a quick question for you, could you text me when you have a second? Thanks! :) 201-555-3626*

Text Or Send Another Private Facebook Message If She Doesn't Text You

*How is everything with you? I hope things are great : ) I'm working toward a really huge promotion in my business with Mary Kay (put goal here) and have been challenged to get the opinion of 50 new women in the next 30 days. Would it be okay with you if I message a few women on your FB page to offer them a complimentary facial to help me with my goal? Thanks either way : )*

Here's What You Send To Her Friends You Choose When You Get Her Permission

*Hi Amanda! You probably don't know me, but Brittany (Smith) suggested I message you! I'm a consultant with Mary Kay and I'm really excited! My unit and I have a HUGE goal! We are earning our very first PINK CADILLAC! (or whatever your BIG goal is) In order to reach our goal, I need to facial 50 new 'faces' in the next 30 days! Could I borrow your face for an hour? You'll receive a gift certificate for helping and I promise to give it back better than I found it : ) Thanks!!*

If you don't hear back from her you may look on her wall if access and find a commonality...like you go to the same church, have another mutual friend, went to the same college?? then you can message again bringing that up!

To Message Your Friends To Meet Their Friends

*Hi Jenny! How is everything with you? I hope things are great : ) ) I think of you all the time. (Or some other sincere comments that show your interest in her and will make her feel important!!!!) I'm working toward a really huge promotion in my business with Mary Kay (First consultant in my unit to promote myself to sales director and earn the new black Mary Kay BMW, complete queens court of sales and earn a diamond ring, promote myself to directorship) and have been challenged to get the opinion of 50 women in the next 30 days on our new products. Would it be okay with you if I message a few women on your FB page to offer them a complimentary facial to help me with my goal? Thanks either way girl! Have a great day!*

Here's What You Send To Her Friends:

*Hi Susie, you probably don't know me, but Sandy Burrier suggested I message you because she is helping me this month! I'm a consultant with Mary Kay and I'm working toward a really huge promotion in my business with Mary Kay (First consultant in my unit to promote myself to sales director and earn the new black Mary Kay BMW, complete queens court of sales and earn a diamond ring, promote myself to directorship) and have been challenged to get the opinion of 50 new women in the next 30 days on our new products. Could I borrow your face for an hour? You'll receive a gift certificate for helping and I promise to give it back better than I found it : ) Either way thank you and have a great day!*

## Booking Guests/ Hostesses For Events/ Meeting

### Inviting Guests To Meeting

#### Inviting Guests To Special Event

*Hey girl I have this really awesome advanced glamour event that I've been invited too... but I have to have a model to attend (eek ). I thought of you because (you always look like a million bucks, I know you would have a blast, I need the training and I knew that if there was anyone I could count on it would be you). It's Saturday morning at 9. I will bring you a gift if you will be my special guest 😊. Is there any reason you couldn't come?*

#### Script For Hostess To Text To Friends

*Hey! I'm having a girlfriend get together! I'm helping my awesome Mary Kay girl reach a goal. She's coming over on \_\_\_ at \_\_\_ to pamper me and she said I could share this time with my girlfriends. I think it's going to be fun! Can I count you in? :-)*

#### Script For Hostess To Text To Friends

*Hi \_\_\_\_\_, I am so excited! My cousin Cali just started a Mary Kay business and I really want to help her with her first goal of faciaing 30 women in 30 days, so I decided to have a party. My party is Saturday April 5th from 1:00-3:00 at 14701 Clayton St Thornton, CO 80602, and I would love to have you there girl!! You will get a free facial, microdermabrasion treatment, hand and lip treatment and your foundation matched. If you want help with color, she does that too! I can only have 10 people so I need to know for sure if you can come. I really hope you can, can you let me know by tomorrow? Once I hear back from you, Cali's Mary Kay mentor will call/text you to ask you a couple questions about your skin and your interests. I'm really excited, I know it's going to be super fun!*

## Common Objections

- [Booking Objections](#)
- [Selling Objections](#)
- [Objections to Starting a Business](#)

### Booking Objections

“I don’t have any \$”

*You know what? That's perfectly fine! 😊 This is a free facial for you, and I get credit for it either way. I'd love your opinion of our products even if you don't buy anything!*

“I don’t have the time”

*I know how you feel; I’m very busy, too. I have found that most of us who are always on the go rarely take time out for ourselves. I’ll tell you what...I think you deserve 30 min of pampering and I promise if you let me borrow your face for my goal you will not be sorry. 😊 I can even cater to your hectic schedule by coming to you. What do you say?*

“I don’t think I’m interested.”

*I appreciate your honesty. In case you ever change your mind, let me tell you what I do. I teach skin care and glamour and I am willing to come to you. It takes about an hour. Does it seem like something you’d ever enjoy? Great! How about the week of...*

“My house isn’t nice enough”

*Well, that’s great because I’d love to have you come to my home. That way you wouldn’t have to worry about cleaning up and it’s easier for me too because I’ll have everything I need.*

*Well, that’s okay. All we really need is a table. The only people that will be coming are your friends and they’re coming to see you and our product. Which date is better for you?*

“I don’t know anybody to invite”

*Gosh, that surprises me. How about somebody you work with? How about friends who couldn’t be here tonight? Who do you shop with? If we found people to invite, is there any reason why you wouldn’t like to share your check-up facial?*

“I’ll have to check with my friends to see what would be a good date”

*Well (name), you could do that or what may work out better for us is if we were to agree upon a date and reserve a spot for you. Then you can check with your friends and see if that particular date fits. Keep in mind it will be tough to get a time when everyone can join you. If you find this time doesn’t work well, you can give me a call in the next 24 hours and we’ll pick another more suitable time. Ok? Now, why don’t we see what works best for you?*

“I wouldn’t want to waste your time – I already use Brand X”

*Great! It would be fun for me to treat you and get your feedback as to how Mary Kay compares with what you’re currently using. Keep in mind that there is no obligation to purchase anything. I just get credit for treating people to makeovers and you may enjoy learning some new cosmetics tips. Which is better for you – Tuesday or Thursday?*

“Mary Kay breaks me out”

*I’m so sorry! If you don’t mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you to solve the problem? Often times, if a consultant is not well trained they can put people in the wrong formulas. Were you able to take advantage of the \$ back guarantee? Since we have cutting edge new products, I would love to have the chance to make it right for you. You can bring along the old product and I will give you credit for them.*

“I’m allergic to Mary Kay”

*I’m sorry to hear that. ☹ Can you tell me how long ago it was, what products you tried and what happened to your skin? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Mary Kay’s top priority is making products that are safe and effective. We spend more \$ each year on research and development than any other area of the business. This continuous research means that we continually reformulate products to ensure that we are providing the best possible product on the market. We also have new products that weren’t even available the last time you tried MK. Would you be open to trying them with me on your hand and giving me your opinion?*

“I have sensitive skin”

*I totally understand! Did you know that all of our products are hypoallergenic and tested for skin irritancy. We also have a botanical line that was specifically formulated for extremely sensitive skin. I know how challenging it can be to find a skincare line that you can use when your skin is so sensitive. Would you be open to trying our products to see what would work best for you?*

“I don’t wear makeup”

*That’s perfect! You might be surprised to know that Mary Kay is the leading developer of basic skin care products. I would really love to get your opinion of our skincare line. We won’t even mess with glamour.*

“Let me check my schedule and get back to you”

*Okay! I work my business by appointment only and I’m booking up fast this month. I want to make sure that I have the time reserved for you... so when is a good time for me to follow up with you once you’ve checked your schedule? :)*

“I don't want to waste your time, because I'm not going to buy anything”

*You know what? That's perfectly fine! :) This is a free facial for you, and I get credit for it either way. I'd love your opinion of our products and you would be helping me with my goal. What works for you weekday or weeknight?*

## Selling Objections

“I just bought a supply of brand X”

*May I ask you a question? Having tried Mary Kay, do you feel like it is as good or better than what you are using? I would love for you to try our products. If you try them for 2 weeks and aren't completely satisfied, it is 100% guaranteed!*

“I don't have the money”

*You know, I can understand that. If I could show you a way to earn part or all of the products you want, would you be interested? I would love for you to be able to take home the products you want tonight and we can work out a plan to pay for part of it and earn the rest through hostess credit.*

“My husband would have a fit!”

*Are you currently using some kind of skincare products? Well, wouldn't your husband be willing to let you spend your money on a product that will work and is 100% guaranteed if you are unsatisfied? I know mine would. We have several ways to make the payments easy on both of you!*



## Objections to starting a Business

“I don’t have time”

*If I could teach you how to earn an extra \$100 per week — that’s \$400 per month — working 3 hours a week, and eventually double that to \$200 a week, could you find 3 hours?*

“I’m not the sales type”

*Would you believe that probably 90% of women who start Mary Kay are not the sales type?*

*Or...*

*If I could teach you how to show this product and let it sell itself, without being pushy, would you feel better about doing it?*

*Or...*

*If I could teach you how to help women with their skin and then just let them shop, rather than trying to sell them something, would you feel more confident about Mary Kay?*

“I don’t wear makeup”

*Do you feel that skin care is important? Would you be surprised to learn that the majority of products that we sell are skin care and body care rather than makeup?*

“I’m too shy”

*Would it surprise you to know that some of our most successful consultants were extremely shy when they started their business and have done very well?*

*Or...*

*Would you like to be less shy? Could you see the value of doing something that is fun and might bring you out of your shyness AND makes you money in the process?*

“I need to talk to my husband”

*What will he say?*

“He won’t want me to do it”

*May I make a suggestion? Explain to your husband that you want to purchase a starter kit so that you can begin buying your products wholesale. Then tell him that you’re also interested in the business opportunity, so after you buy your kit, you’d like him to come to orientation with you and get his opinion of the business as well. Then when you come to orientation with my director, both you and he can hear a lot more and decide how much you want to do with the business end of it. Do you think he will agree to that? Would you agree with me that our husbands are usually supportive of our decisions once they know it is important to us? Just let him know this is important to you. (set a time to call her back)*

“He’ll say to do whatever I want”

*So then when your husband says to do whatever you want, will you be ready to get started, or do you have more questions for me? Great. When will you be able to talk to your husband? (set a time to call her back)*

“I don’t know anybody”

*Do you know one person who might be a practice face for you? If I can teach you how to turn that one person into all the other faces you are ever going to need, would you be willing to learn?*

“Aren’t there too many people selling Mary Kay?”

*Have you been in Dillard’s or the Jones Store lately? Have you noticed how much floor space is given to cosmetics? As long as all those department store brands are being purchased, there is still a huge opportunity for additional Mary Kay consultants. We currently have 10% of the market. 90% of the women you know wear other brands. We don’t compete with each other. Our competition is at the mall or at Walmart!*

“She has a bunch of objections and you can’t get her to say ‘yes’ of ‘no’.”

*(in a soft voice) May I ask you a question? Do you think you’re just scared? Well, what’s the very worst thing that could happen to you? (wait) Do you want to know what I think? I think the very worst thing that could happen to you is that you save 50% on your products for the rest of your life... does that scare you? Great! What would keep you from getting started today?*

## Miscellaneous

### Sale

*Hi Krista! Thank you so much for allowing me to contact your FB friends, I know you know fabulous people just like you 😊. So I'm texting you today because I am having a flash sale today thru tomorrow at midnight on skincare sets and our new summer products. With the purchase of a timewise repair set (\$199) you will get an additional lifting serum at 1/2 off (only \$35). With the purchase of an ultimate miracle set (\$172) you will get your choice of \$50 products at 1/2 price. Plus I am doing pre-orders for all the new summer products, they are perfect for Mother's Day. All new pre-ordered summer products are 20% off. I am working on selling 20 skincare sets as part of my year end goals and I would love your support, would you be willing to be one of my 20?*

### Portfolio Script

*I am working on a Special Project with Mary Kay. We have just launched a Makeover Contest where you could win \$2,500 towards the charity of your choice and a trip to see the American Country Music Awards. My goal is to makeover 50 women in the month of February. For every Makeover I do, a donation will be made to the Mary Kay Foundation that focuses on finding a cure for cancers affecting women and eradicating domestic violence. You are welcome to bring friends and there is no cost to be in the Makeover Contest. You will receive a copy of your Makeover picture and \$10 gift certificate for helping me with this Makeover Movement and great cause! Is there any reason why you wouldn't want to be one of my 50 this month?*

### Text To Make Sure She Doesn't Cancel

*Let's make sure this is the best possible time for you. Last-minute cancellations leave me hanging sometimes. Plus you deserve to be pampered, right?*

### Text To Make Sure She Doesn't Cancel

*I know when we talked yesterday you said you have to work at 12, is there anything that would keep you from being able to make it tomorrow? I just work by appointment only and I want to make sure this is a good time for you such that you wouldn't have to cancel at the last minute. I hope you can appreciate that 😊.*

### Restarting Business

*Hi Katie! How are you? Okay, random question, so I am restarting my Mary Kay business 😊 and my goal is to give 30 women a free facial in my first month. Basically you get a satiny smooth hand treatment, an anti-aging facial, a spa microdermabrasion treatment plus expert foundation matching. Any chance you could be one of my 30?*