

All Scripts

Scripts for Pre-Appointment

VIRTUAL APPOINTMENT

Invite

(New Consultant) Hey Susie! Random question, I am mailing out free DIY facial packs since I just started teaching skincare with Mary Kay. They are free, and I have a challenge to get feedback about the skin care from 30 women this month and it will make you feel fabulous. ✨ We'll do some fun video pampering once it arrives to walk you through it. Would you be open to me sending you one? 📧

(Text to customer) Hey name, I've noticed it's been a while since we've done a check up from the neck up. With the warmer weather, there's no better time. 😊 Would you be open to giving me your opinion of some products that you haven't tried before? In exchange for your feedback, I would love to give you a \$25 gift card. How fun does a free happy pack of samples sound? 📧

Hi Brianna! I know this is super random, but I am in a challenge! My Mary Kay mentor challenged me to complete 90 free facials in 90 days to help me _____. I am only 37 faces away! Let me know if you might have a quick hour you would be open to helping between now and June? 😊

Hi Ally! I know this is out of the blue, but I am earning my very first Pink Cadillac! 💖 I need to give 10 free virtual facials this month to stay on target!! I would love to send you a free spa package to get your opinion. 🧖‍♀️ As a thank you, you would get a mascara from me. Would you be able to spare a few minutes this month by chance? It's fun and free, no strings attached. 😊

Hi name! I know this is random, but I'm so excited! My team and I are on a mission this month to pamper 100 deserving women with free Mary Kay facial spa packs! 🧖‍♀️ I send you spa grade product samples in the mail, and then you get to watch a live spa party where we walk you through it and do tons of giveaways! I have 10 spa packs available now. Would you like one? 💖💖🎉

(New) Hey Suzy! It's Jere! How are you? I wanted to see if you would be willing to help me with something? I just started my new Mary Kay business, and I need faces to practice on so that I know what I'm doing! LOL 😂 The products you would be using are high quality- much like what you'd experience at a spa! 🧖‍♀️ I can't believe how much they have already

changed my skin! Would you be willing to watch my 1 hour live virtual spa party next Monday at 1pm? In exchange for your help, I would love to send you a free spa pack in the mail 😊

Hi Allyson! I know this is totally out of the blue, but I'm so excited! I am on target to earn my very first free Pink Cadillac! AHHH! lol 😂 I only need 20 savvy women to give me their opinion to stay on target! 🎉 I would love to send you a free pamper pack with spa grade skin care and masks...👩 In exchange for you opinion over a quick video chat, you would receive a free mascara from me as a thank you, no strings attached! ❤️ Do you have 30 min in the next 2 weeks you could spare to help?

PreProfile Questionnaire

Once they say YES!

Ok great! Thank you 😊. The next step is to customize your skincare package. Here are a few questions that will help me customize your pamper pack.. ✨

1. Would you describe your skin type as normal, dry, oily, or combination?
2. If you could change anything about your skin what would it be?
3. What is the best mailing address to send your samples to?

(OR Insert your google form pre-profile questionnaire link)

Get Booked

Thank you so much for sharing that with me. I will let you know as soon as your pack is in the mail! It will include skincare samples customized just for you, a microdermabrasion treatment, and detoxifying mask!

Our next step is to select a date and time that works for you to walk you through the facial treatments on zoom. Would a daytime or evening work better for you?

Bring Friends

Yay! Its in my calendar. 😊 I am looking forward to meeting you! By the way, your session could be even more fun with friends. You can invite up to 5 of your favorite people to join you in the pampering, and they will receive a pamper pack as well. Who do you know who would enjoy some free pampering?

Mailed

Mail 6-10 days before session

Hey Susie! I wanted reach out and let you know your pamper pack is officially in the mail. It will be coming from my mentor Brea! I will check back in a few days to make sure it arrives! I am looking forward to meeting you (send picture) (Optional: add a ringless voicemail letting her know she doesn't have to call back, but its in the mail

and you are excited to meet her) **OR**

Pamper Pack Sent Out



Hi First Name ! I just wanted to let you know that your pamper pack is officially in the mail. I'll check in a few days to make sure you have received it. Looking forward to our pampering session! 😊

Immediately

Confirm pack arrived

3 Days Before Session

Hey Suzy! Hope you are having a great day! I wanted to reach out and check in to see if your pamper pack arrived yet for our session on date + time? 😊

Did Pamper Pack Arrive?



Good morning First Name ! I wanted to check in and see if your pamper package arrived in the mail yet? 🎉

3 days before event at 10:26 AM

Day Before

Hi Name! I wanted to send you this checklist to be prepared for our session tomorrow. Does ____ pm pst still work for you? (ringless voicemail optional as well)

Picture of Checklist

Virtual Checklist



VIRTUAL PAMPERING SESSION

Checklist

- ☐ QUIET PLACE
- ☐ FAVORITE BEVERAGE
- ☐ HAIR TIE OR HEADBAND
- ☐ WASHCLOTHS
- ☐ COMPUTER (OPTIONAL)
- ☐ PEN, PAPER & SCISSORS
- ☐ BOWL OF WATER
- ☐ MIRROR (OPTIONAL)
- ☐ PULL UP ZOOM
- ☐ PAMPERING PACKAGE

Hi First Name !! I wanted to send you this check list to be prepared for our session tomorrow. 🥰 Does Event End Date still work for you?

1 day before event at 9:00 AM

Virtual Checklist

3 Hours Before + Pic of Checklist

Hi Name, I am looking forward to meeting you today at _____ on zoom!

😊 To join the session, click here or enter the meeting ID. See you soon!

<https://app.skipio.com/-Bbd2uP>

Meeting ID: 906 498 6003

Password: 578653

OR

Zoom Link



Hey there! Look forward to your consultation today. 🇧🇪 Here is the zoom link for today's session. You can either click this link: <https://us02web.zoom.us/j/2269016079> . Or here is the meeting ID: 226 901 6079. "See" you soon! LOL Let me know if you have any questions? 😊

300 minutes before event

Confirm

15 minutes before session

Hi Suzy, see you in a few minutes! Let me know if you have any questions on how to hop on the zoom. Excited to pamper you! **OR**

Last Reminder



Hey! See you in 15 minutes. Quick reminder to grab..
1. Your pamper pack with samples
2. Bowl of water/ or at your sink
3. Wash Cloth
4. Head band or hair tie
See you in a few 🙌

15 minutes before event

Scripts for no shows

They haven't responded to the invite...

Follow Up 1 - after 3 days

Hi Susie! I wanted to follow up about your free pampering package. I'm mailing out some today. Let me know if you would like me to send one for you. I am sure you have a full day, so I will follow up with you in a couple days if I don't hear back. 🙌

Follow Up 2 - after 3 days

Good morning Suzy, I am reaching out about your free customized pampering package. If you're anything like me, you check your messages in the middle of doing a dozen things 😂. Not sure if you are getting my messages, and whatever you choose is totally fine. Would you like more info on what is included in the package? 😊

Said YES but not yet answered skincare questions...

Follow Up 1 - after 1 days

Good morning Susie! I am mailing out some facial packages today and I would love to send you yours. Here are a couple questions I have about your skin type so I can customize it. 😊 (Insert Preprofile Google Form)

Follow Up 2 - after 3 days

Hey girl! we've been missing each other here... No worries! Just following up one last time for your facial package. Were you still wanting your free pampering pack? If I don't hear from you, I will just assume you are busy right now and follow up with you in a couple months. 😊

Completed skincare questions but haven't booked...

Follow Up 1 - after 1 days

Hi Susie! I am mailing out some more pampering packages today, and I would love to send you yours. Its all ready to go once we pick a date =) I have a few openings left, does daytime or evening usually work. best for you?

Follow Up 2 - after 3 days

Hey girl! My calendar is filling up and I would love to give you priority booking for your pampering session and pop your pamper pack in the mail. Would next week or the following be better for you? 😊

Follow Up 3 - after 5 days

Hey Susie, we've been missing each other, but I wanted to follow up one last time for your complimentary pampering package. Were you still open to your free facial? 😊

Appointment No-Shows

Follow Up 1 - after 5-10 minutes

Hi Suzy, I am on zoom. Let me know if you have any issues with hopping on. 😊

Follow Up 2 - after a few hours

Hi Susie! So sorry we missed each other today! I am sure something came up. I would love to set a new date with you, do you have a preference between daytime or evenings?

Scripts for Post Appointment

Close the Sale

1. Thank you SO much [First Name] for coming today! I really enjoyed getting to know you! How does your face feel?

2. What was your favorite product you tried today? What did you love about it?

3. I saw you put the (name of bundle) was what you said excited you the most.. What appealed to you the most about it?

4. Was there anything in that set that you don't love?
(customize a set for her if needed)

5. Ok great! Is that what you want to use your gift card on today?
(If she says no, offer to customize or handle any objections- Objections are just a request for more information)

YES! :

Ok great. You can add up to ____ Items 50% off. Which items would you like to add on?

ACTION

- Calculate the sale and send them the total.
- Run Payment (Venmo, Card #, Klarna, etc)

"No"

"No worries, what other items would you like to use your gift card on?"

"If they say "No"- Great... (Move on to booking the follow up)

Book the Follow Up

4. I noticed you would LOVE to do a (Appointment Type circled)! Awesome! Just for booking a tentative date today, you receive a \$10 giftcard to use at that session. We can always change it later, if needed. What is better for you, daytime or evening?

Business Opportunity

5. I see you said you would love another entry into our giveaway this month for watching the video! Awesome! Here is the link! (send opportunity video)

6. Last question, I saw you put a (# of interest) for y



Follow Up Not Booked our curiosity about the MK Opportunity. What appealed to you to say that number?

***after she responds.** What would bridge the gap between a ___ and a 10? (Feel free to answer any objections to just write down for your mentor to help you later).
I will get your follow up appointment package in the mail.
Etc.

Next Morning

Check- In

Thank you so much for lending me your face yesterday! Wanted to check in and see how you are loving your skin this morning, probably super smooth! ✨

Sale Not Closed

Oh also! Just a friendly reminder, if there was anything you remembered you wanted, all discounts expire today 🥳

Video Not Watched

I just wanted to follow up and see if you had a chance to check out the short video about the MK opportunity? I wanted to get your freebie items added to your hydra package. 🥳
Are you able to check it out today?

Here is the video again ★
-send link-

Hi Susie! Prepping your hydra package today. ✨ Before I pop it in the mail, I would love to pick a date to pamper you with them. Was daytime or evening better for you?

Scripts

for Referral Game

Immediately

Hi [First Name], this is _____. We probably haven't met but I just recently pampered [Referee] and she loved it, and she was able to gift you a \$20 gift card and a free facial!! It includes a charcoal mask, microdermabrasion, and skincare treatments formulated for your skin type! 😊 I'll send you a pamper pack in the mail and we'll do some fun pampering session on zoom once it arrives to walk you through it. Does an at home DIY facial sound good to you? ✨

Follow Up 1 - after 3 more days

Hi [First Name], this is _____ again! Just checking in to see if you'd like to redeem the free pamper pack that [Referee] got for you? 💖 If not I can pass it on to someone else. Just let me know & I can take you off my list so I'm not your pink gift stalker! LOL :)

Follow Up 2 - after 5 more days

Hello [First Name]! I just wanted to reach out one last time about the free pampering session that was gifted to you! 💖 If I don't hear back from you, I will assume you're really busy right now, would a few months from now be better? :)

Scripts for Sharing the Opportunity

After they watch the video...

I received your submission for watching the video! 🎉 You are now entered into our monthly drawing for \$100 cash which we do at the end of the month! I'll keep you posted on the results! 💎

If they showed interest in the business...

Hi [First Name], Thank you so much for watching the video. You had some great questions on your survey! I would love to give you a FREE mascara in exchange for a quick call to answer your questions. You don't have to sign up, it would just mean a lot to get your opinion and help me practice. Are you open to helping me sometime this month?

Get them Booked!

Great!! Thank you so much! What would work better for you, daytime or evenings?

Scripts for Facebook

Friends of Friends:

1. *Make Friend Request if you have 4+ mutual friends*
2. *Wait at least 1 week before Messaging*
3. *1 follow up message 3 days later and 5 days later*

Immediately

Hi Name! I know this is totally random, but I noticed you under "people you might know". You are beautiful! I'm on target for my _____ with Mary Kay, and my mentor has challenged me to give 100 free virtual facials! I am reaching out to see if you would be willing to help me out. As a thank you for helping me, you'll get a \$20 gift card from me! Would you be open to some free pampering? 😊

Follow Up 1 - after 3 days

Hi Dana! Just wanted to follow up about your free facial? I am mailing more packages today. I didn't want you to miss out, so let me know if you would like me to send you one! I know you're probably super busy, so I will follow up with you in a couple days if I don't hear from you. 😊

Follow Up 2 - after 5 days

Hi Dana, I'm just following up with you one last time about receiving a pampering package. If you're anything like me, you check your messages in the middle of doing all of the things. Not sure if you are getting my messages, but it is totally okay if now isn't a good time. 😊

Scripts for following up with customers for reorders

Hey girl. I'm about to place an order with Mary Kay, and I want to be sure I have everything in stock you may need to stay young and beautiful?? Are you running low on anything??
Hugs, _____

Hi Gwen! Hope you are doing great! I'm heading to the post office today and wanted to see if you needed anything before I go? 📦

Hi _____! This is Jessica, your Mk girl.
My records show you may be running low on some of your items!! I would love to get you fresh refills! Let me know what you may be running low on! Hope to hear from you soon!

Hello Gorgeous! It's time for your "Check up from the Neck Up! Let me know if you need any refills on your faves - we also have New Limited Holiday Products out!

