

All Scripts

Scripts for Pre-Appointment

VIRTUAL APPOINTMENT

Invite:

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

Pre-Profile Questionnaire:

Once she says, "YES!"

YEAH! Awesome! The next step is to customize your skincare package. Here are a few questions I have about your skin type. ✨

1. Would you describe your skin type as normal, dry, oily, or a 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)

Once she completes the pre-profiling questions...

Get Booked

Great answers. I'll let you know as soon as I put it in the mail! It will include a skincare line formulated for you, a microdermabrasion treatment, and detoxifying mask!

✨ Next step, let's pick a date to pamper you with the treatments. Do you typically prefer daytime or evenings?

Bring Friends

Yay! It is in the books! I do reserve up to 5 pampering packages for any girlfriends or family who might have fun joining you in the pampering. No more than 5, though! It gets crazy with more than that! 🤪 Do you have an estimate of how many packages you might want me to reserve for you?

Mailed

Mail 6-10 days before the session

Hey, Susie! Just wanted to let you know your pamper pack is officially in the mail. It will be coming from my mentor, Rachel! I will check in a few days to make sure it arrives! (send a picture)

Confirm

2 Days Before the Session

Morning! I am just confirming our skincare session on (Date + Time + Time Zone). ✨ Looking forward to pampering you, Susie! I'll send over more details on the day of 😊

Virtual Checklist

3 Hours Before + Pic of Checklist

Looking forward to seeing you in a few hours!

💻❤️ We will use zoom for a video chat: Just click the link and it will pop up!

<https://zoom.us/j/8449240452>

Meeting ID: 844 924 0452

Picture of Checklist

Confirm

20 minutes before the session

Get ready to feel fabulous! ✨ I'll see you in a few minutes!

Scripts for Ghosters

She hasn't responded to the invite...

Follow-Up 1 - after 3 days

Hi, Susie! Just wanted to follow up about the pampering packages. I'm mailing out more packages today. I didn't want you to miss out, so let me know if you are open to me tossing one in the mail for you! I know you're probably super busy, so I will follow up with you in a couple of days if I don't hear from you. 😊

Follow-Up 2 - after 3 days

Morning! I'm just following up with you one last time about your pampering package! If you're anything like me, you check your messages in the middle of doing a million things LOL. Not sure if you are getting my messages, and it is totally okay if you're not interested! If I don't hear back from you, I'll assume you are super busy, and I'll look forward to hearing from you in the future. 😊

She said YES, but has not yet answered skincare questions...

Follow-Up 1 - after 1 day

Morning, Susie! I am mailing out facial packages today, and I would love to get yours included. Here are a couple of questions I have about your skin type so I can customize it. 😊 (Insert Pre-profile Google Form or questions)

Follow-Up 2 - after 3 days

Hey, girl! We've been missing each other here... No worries! Just following up one last time regarding your facial package. Were you still willing to get pampered? LOL If I don't hear from you, I will just assume you are really busy right now and follow up with you in a couple of months. 😊

She completed skincare questions, but she hasn't booked...

Follow-Up 1 - after 1 day

Morning, Susie! I am mailing out more facial packages today, and I would love to get yours included. We just need to pick a date to pamper you => I have openings. Would you prefer the daytime or evenings?

Follow-Up 2 - after 3 days

Hey, girl! My books are filling up, and I would love to give you priority booking for your pampering session. How does an hour next week sound? 😊

Follow-Up 3 - after 5 days

Hey, Susie! We've been missing each other here... No worries! Just following up one last time regarding your facial package. Were you still willing to get pampered? If I don't hear from you, I will assume you are really busy right now, and I will follow up with you in a couple of months. 😊

Appointment No-Shows

Follow-Up 1 - after 5-10 minutes

Ready whenever you are => Let me know if you have any trouble jumping on.

Follow-Up 2 - after a few hours

Hi, Susie! I hope you are okay, and I am so sorry that I missed you at our session today! Perhaps we selected the wrong time. I would love to set a new date with you. Do you have a preference between daytime or evenings?

Follow-Up 3 - next day

Hey, girl. I haven't heard from you in a bit. I hope I didn't offend you or disrespect you in some way! I just want you to know that was never my intention. ✨ Hope to hear from you soon.

Follow-Up 4- after 3 Days

Hey, Susie. We've been missing each other here... No worries! Just following up one last time regarding your facial package. Were you still willing to get

pampered? LOL If I don't hear from you, I will just assume you are really busy right now and follow up with you in a couple of months. 😊

Scripts for Post-Appointment

Close the Sale

1. Thank you SO much, [First Name], for getting pampered today! 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 the bundle). Was that a good fit for you? Is that what you want to use your gift card on today?

YES! :

What 50% off spa bar items did you want to add on?

ACTION

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

"No"

"No worries, what other items would you like to get started with instead?"

If they say "None" - All good! I didn't mention this on the call, but I actually also have a travel-size ultimate miracle set + a full-size charcoal mask for only 50!

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

Book the FollowUp

4. I noticed you would LOVE to do an (appointment type circled)! Awesome! Just for booking a tentative date today, you receive a \$10 gift card 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! *(Your Video Link)*
6. Last question, I saw you put a (# of interest) in how much this Mary Kay

possibility piqued your interest. What appealed to you to say that number?

**after she responds.* What would bridge the gap between that and a higher number? (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.

The Next Morning

Check-In

Thank you so much for lending me your face yesterday! I wanted to check in and see how you are loving your skin this morning. Doesn't it feel 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 possibilities. I wanted to get your freebie items added to your next package. 😊 Are you able to check it out today?

Here is the video again ★
(Your Video Link)

FREE GIFT

CHOOSE ONE **FREE** SAMPLE JUST FOR WATCHING OUR FUN SHORT VIDEO ABOUT THE POSSIBILITIES OF A MARY KAY BUSINESS!

Hydrogel Eye Patches



HYDROGEL EYE PATCHES

OR

Color Kit



COLOR KIT INCLUDING:
3 EYESHADOWS + BLUSH + SEMI MATTE LIPSTICK

Follow-Up Not Booked

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 it. Was daytime or evening better for you?

Scripts for Referral Game

Immediately

Hi [First Name], this is [Your First Name]. 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 detox charcoal mask, microdermabrasion, and a skincare regimen formulated for your skin type! 😊 I'll send you a mini skincare pack in the mail, and we'll do some fun video pampering once it arrives to walk through it. Does an at-home DIY facial sound good to you? ✨

Follow-Up 1 - after 3 more days,

Hi [First Name], this is [Your First Name] 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 she watches 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 she showed interest in the business...

Ok [First Name], I'm going to bribe you again. LOL, You had some great questions on your submission. I would love to give you a FREE mascara or travel-size microdermabrasion set in exchange for doing a 20-minute Zoom survey for me about the MK opportunity. You don't have to sign up. It would just mean a lot to get your opinion and help me with my interview skills as I meet more sharp ladies like yourself. So, are you open to more free stuff? 😊👩

Get them Booked!

Great!! Thank you! What works better for you, daytime or evenings?

Scripts for Facebook

Friends of Friends:

1. *Make friend requests if you have 10+ mutual friends*
2. *Wait at least 1 week before messaging*
3. *1 follow-up message 3 days later and another 5 days later*

NOTE: Please insert the appropriate person's name

Immediately

Hi, Dana! I know you don't know me, but I noticed we actually have a few mutual friends. I teach skincare and makeup, and I have a random question...could I do a virtual (Winter**) facial pampering with you?

I'm mailing out facial packages in the next 30 days, and thought I'd ask you if you'd be one of my face models since you are just so stinking beautiful! It's free, and you'll look fab and have a gift card as a thank-you for your time! Is it better to call you, or do you prefer texting to set something up?

Follow-Up 1 - after 3 days

Hi, Dana! Just wanted to follow up about being a face model! I am mailing more packages today. I didn't want you to miss out, so let me know if you are open to me tossing one in the mail for you! I know you're probably super busy, and I will follow up with you in a couple of days if I don't hear from you. 😊

Follow-Up 2 - after 5 days

Morning. I'm just following up with you one last time about receiving a pampering package for being a face model! If you're anything like me, you check your messages in the middle of doing a million things LOL. I am not sure if you are getting my messages, and it is totally okay if you're not interested! 😊