

WHAT TO SAY TO BOOK FROM REFERRAL NAMES

- Hi, is this (referral name)? She responds. Hey, Megan, this is (your name) and I'm a friend of (insert name of person who gave the referral). Do you have a minute?
- Great! I'm calling because I recently treated (____) to a makeover with Mary Kay Cosmetics. She gave me a \$10 gift certificate just for you to use and she said you'd be fun to get together with. I was just calling to see if there is any reason you wouldn't enjoy being treated to a free makeover?
- Wonderful! I'd love to set that up for you! Have you ever tried MK before? Do you currently have a consultant who services you? (If not...): Would during the week or the weekend be best for you? Great! I have openings on ____ and _____. Which would be better for you?
- I just wanted to ask a couple quick questions, so I can personalize your makeover.
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most like to learn about when we get together?
- A lot of people like to share their makeover with a few friends because you can earn products at a discount and it is more fun! Do you have some girlfriends who may like to join you?
- How about if I call you back in a couple of days to get your guest list with phone numbers so that I can get their skin types ahead of time?
- I promise I'll take great care of your friends!
- **Since you are sharing your makeover with girlfriends**, I'm so excited to tell you about your special discount! You get a 50% off discount for up to \$100 in products just for having 3 friends join you! They just need to be 18 or over and not currently using MK products.
- **If she chooses to have a one on one makeover with you, say:** If you decide to have just 1 friend join you, I'd love to give you one item at 50% off! OR, offer her a Free Lip Gloss for sharing with 1 friend (your choice).
- I'll check back in with you a few days before your makeover to see if you have a girlfriend coming!