

Booking Script for: Virtual Facial or Event

Booking script for an event:

Hi Susie! Hope you are doing well during all of the craziness! I'm reaching out because I need your help! I'm in a Mary Kay challenge, with our Unit, to see 30 new faces for this month and wanted to see if there is any way you would be one of them?? You can pick skincare, masks, or makeup! We can meet in person or over Zoom whichever you prefer and it would be 30-45min max. I am happy to send you a gift card as a thank you for your time! Is this something you would be able to help me out with?

If she says Yes:

Awesome!!!!!! Thank you!!! One more thing, we can just keep it you & I or you can pick up to 3-5 friends to join us. If you have at least 3 friends join us you can choose one of these options as a thank you! Please let me know what you prefer :) And thanks again for helping me out with this challenge!!

- FREE travel roll-up bag
- FREE Brush set
- 50% off of any one product

If she books an event with friends:

I tell the hostess that I can send her a cute invite and text to use so she can simply copy/paste to her friends OR I ask her if she would rather do it herself and gather the information needed.

If she wants to gather the info herself:

Hi Sara, I promised I would send you the information I need for your ladies virtual pamperig night on May 5th! I will need this inforation by ___ TUESDAY April 28th (do 7+ days from appt for her deadline during COVID, after COVID 4-5days).

First/last name

Mailing address

Email or Cell phone#

Is your skin type normal/dry or combination/oily?

I'll touch base in a few days so I can get these care packages out in time.

If she wants you to send her a copy/paste invite:

Make a cute invite on Canva or Pic Collage (include your photo and something catchy like, "Rewind & Refresh in the comfort of your own home Mary Kay Style. Who, when, where or your Zoom Id").

Then send this text with the invite attached:

Hi!! I have been gifted with a virtual pampering session and I can share it with 3 friends from Amy with Mary Kay. And you know how much I LOVE you, so you are one of the 3 I picked (check out the invite below). Can you let me know if you can make it and send me a few things that I need to pass along to Amy so she can mail out your products for the event? Thanks!!

Once you have the guest list and #'s

4-5 days prior:

Call/text each guest and simply introduce yourself on the phone, text, or send a voice text to build credibility & increase your holding ratio.

"Hi Sara, this is Amy with Mary Kay and I have you down for joining Kara on May 5th for her virtual masking session with her favorites. I already sent your facial care package in the mail and you should have received a tracking email as well, so keep an eye out for it. I am so excited you are able to join us on the 5th and just wanted you to have a voice to match me. When you get your package, hold onto it until the 5th and don't open it yet. I will be sending out a Zoom link for the event shortly. Thanks again for joining Kara and feel free to call or text me with questions!"

3 days prior to the event:

Hi ladies! Amy with Mary Kay here (attached my card so you know who to expect). Can't wait to see you all on Monday for Kara's event at 7pm MST. Here is the link for the Zoom call!

Day before appointment: (Group text the guests for accountability)

Hi ladies! Tomorrow is the big day at 7pm MST. Your packages have all arrived according to tracking, yay! We will use Zoom to do the event. Simply click the link I texted you all earlier and it will open directly into the app, password is 33.

Day of appointment. (I send these out ONE hour before start time).

See you all at 7pm! Can you open your package and fill out the first paper called Customer Profile & text me a picture BEFORE we start? It will tell me more in-depth about your skin so I can recommend the appropriate products.

Please have these things with you when we start the video call :)

- 1) A bowl with water OR be next to a sink
- 2) A wash cloth or towel
- 3) A hair tie or a head band so you don't get cleanser in your hair
- 4) A mirror, unless you are in the bathroom
- 5) And of course, your pamper pack that I sent you :)