

VIRTUAL WORLD BOOKING SCRIPTS

Book with a voice call if at all possible (voice-to-voice creates the best holding ratio):

Set communication up this way:

If it is a voice mail:

Hi ***, this is ****. Give me a call when you get a chance! Talk to you soon!

If she is a text / e-mail / FB girl:

Send her a message saying, "Hey, girl, I have a question for you, but it's too long to text. Could I call you? - - OK great, what's your number?"

Booking friends as a NEW consultant:

Hi ***, this is ****. Did I catch you at a good time, do you have a minute? (If she says she is busy, say, "Ok, no problem, when is a better time to reach you?" Then jot down a reminder for yourself and call her at that time.)

Continue with: Well, I'm just calling because I'm totally excited: I just started my own business with Mary Kay! (If she responds negatively, say, I know it sounds crazy, but I think it's going to be really fun.) I was just calling because part of my training is to do 30 practice faces in 30 days. Just so you know, it's not really a selling appointment but more of a training appointment—I don't want you to feel like you have to buy stuff from me. I just need to learn how to do this! Is there any way I could borrow your face virtually for about 30 minutes?

PAUSE AND GET THE YES!

Then respond with: OK, GREAT! So I have virtual beauty sessions available on (day of the week) at (time), (day of the week) at (time), and (day of the week) at (time). Which one is better for you?

AWESOME! That's my FAVORITE. It's through facebook live and my Director teaches it, so I'll get the best training! She'll be doing a live tutorial on _____ plus she does fun giveaways during it! All you need to do is watch in your jammies and comment for prizes- so fun and easy! Your being on will help me out SO much!

IF YOU'RE NOT FRIENDS ALREADY ON FB: What's your name on facebook? OK I am friend requesting you right now so I can add you to the event, and I'll text you the link as well so you can find it too. Make sure you join the event early because there are pre-event giveaways, too!

Booking friends as an EXPERIENCED consultant:

Hi ***, this is ****. Did I catch you at a good time, do you have a minute? (If she says she is busy, say, "Ok, no problem, when is a better time to reach you?" Then jot down a reminder for yourself and call her at that time.)

Continue with: Well, I'm just calling because I need your HELP! We've gone virtual in Mary Kay and I'm looking for some practice faces so I can figure this new thing out! Just so you know, it's not really a selling appointment but more of a training appointment—I don't want you to feel like you have to buy stuff from me. I just need to learn how to do this! Is there any way I could borrow your face virtually for about 30 minutes?

PAUSE AND GET THE YES!

Then respond with: OK, GREAT! So I have virtual beauty sessions available on (day of the week) at (time) , (day of the week) at (time) , and (day of the week) at (time) . Which one is better for you?

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Booking referrals for VIRTUAL appointments:

Leaving a Message:

Hi ***, this is ***! I'm sure **** told you I'd be calling – sorry I missed you! If you could call me back when you get a minute, that would be great! My number's 555-555-5555. Talk to you soon!

When you get ahold of her:

Hi ***, this is ****. You don't know me, but I know your friend ****! Did she tell you I'd be calling? Did I catch you at a good time? Well, I'm just calling because I'm ****'s Mary Kay consultant. And I don't know if you know anything about Mary Kay, but we've gone virtual in Mary Kay and I need to do 30 practice faces virtually so I can figure this new thing out! I'm kind of freaking out about it, because I can't borrow the same people over and over again! So I asked **** if she might know anybody who was nice - and bribeable - and might be willing to let me borrow their face - and she said I should totally call you!

Just so you know, it's not really a selling appointment but more of a training appointment—I don't want you to feel like you have to buy stuff from me. I just need to learn how to do this! But I will TOTALLY give you a gift card as a thank you for helping me out! Is there any way I could borrow your face virtually for about 30 minutes?

Then respond with: OK, GREAT! So I have virtual beauty sessions available on (day of the week) at (time) , (day of the week) at (time) , and (day of the week) at (time) . Which one is better for you?

AWESOME! That's my FAVORITE. It's through facebook live and my Director teaches it, so I'll get the best training! She'll be doing a live tutorial on _____ plus she does fun giveaways during it! All you need to do is watch in your jammies and comment for prizes- so fun and easy! Your being on will help me out SO much!

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IF NONE OF THOSE TIMES WORK FOR HER, BOOK HER INTO A SESSION WITH YOU VIA ZOOM!

OK, no worries! Let me see what else I have on my calendar! Tell me about your schedule- what do you have going on that we need to work around?

(Pick a date/time – if you are sending a sample pack her to use simultaneously, be sure to book 1-2 weeks out to allow for mailing time)

AWESOME! That'll work great. I'll be doing a live tutorial for you to teach you how to multimask or the latest make up trends! All you have to do is ask me questions or share feedback as I go - and you also get a gift card for letting me practice!

Are you familiar with Zoom? OK great, do you already have it installed on your phone? Let's get on speaker and I'll help you find the right app and create a free account... (once completed) Perfect. So I'll send you a link right when our appointment starts, and then all you have to do is click the link to open the video chat.

IF YOU WANT TO SEND HER SAMPLES TO USE SIMULTANEOUSLY WITH YOU:

OK here's the fun part! I'll be sending you a pamper pack in the mail with a bunch of samples so you can participate in the tutorial with me! I have a few questions for you!

What's your mailing address?

Do you want a skin care or make up session?

For skin care:

Is your skin more normal, combination, dry, or oily? What are you currently using for skin care?

Any allergies or sensitivities I need to be aware of?

For make-up:

Do you prefer a more natural, professional, or dramatic make up look? And is your skin tone very light, light-to-medium, medium-to-deep, deep, or very deep?

I will send your pamper pack out to you tomorrow! It will have lots of little samples in it, so if you want, you can wait to open it until our chat so nothing gets lost! THANK YOU SO MUCH for helping me out with this! I can't wait!!!

CONFIRMING SCRIPT THE DAY BEFORE IF ON YOUR OWN:

(If you are holding this appointment via fb events, your Director will furnish a confirmation script to you specific to that event.)

Hi ***! It's **** with Mary Kay. I'm just calling to confirm our virtual beauty session tomorrow at **! *Thank you so much for helping me out!* You are making a huge difference for me and I appreciate you so much! I'll be sending you the Zoom link tomorrow at **!

(If she is using samples with you, INSERT: I wanted to make sure you got your package in the mail ok- can you call or text me and let me know for sure? All you'll need to have tomorrow is a charged phone, a face towel, a pen, a piece of paper, a bathroom with light, and your package! Oh, and you may want something to pull your hair back!)

Get ready to take a little time for YOU- I'm so excited! You can reach me at ***-***-**** in case my number didn't show up on your phone. Thanks again and I'll see you tomorrow!