

Warm Chatter Dialogue

Conversational Booking:

When wrapping up a conversation with a woman you have just met:

“You’ve Been Pinked” Script:

“You know, you are really nice. I’d love to give you one of these. I’m a consultant for Mary Kay and I’d love to thank you for being so _____. This is just a little gift certificate for you. Here’s my card so you know I’m “official!””

After getting a positive response: **“Why don’t you** jot down your name and number and I’ll give you a call so we can set up a time for you to spend your gift certificate.”

Regular Script:

“You know, you are really nice. I really don’t want to bother you, but would you be offended if I offered you my card? I’m a consultant for Mary Kay and I’m supposed to do _____ as part of my training. I just think you’re really nice and it seems like you could use a little break for you! And, I’ll totally bribe you with free product for being a practice face, too!”

After getting a positive response: **“Why don’t you** write down your name and phone number and I’ll give you a call to compare calendars. I know this is kind of on-the-spot, so if it doesn’t work out, that OK!” (Hand her an info card as you say this).

Be real and relaxed. If she has tried MK before, find out if she has a current consultant. If she does, send her back to her consultant.

Portfolio Booking:

As a skin care and color cosmetic professional, you need to start building a color portfolio RIGHT NOW! As you are doing this, be on the lookout for the most quality women you can find. When you are out and about, find the sharpest woman in the store! Walk up to her and say:

“Excuse me. Do you have a second? (wait for positive response) I totally don’t want to bother or offend you, but have you ever been asked to be in someone’s make-up portfolio? I’m a consultant with Mary Kay and we just launched our new looks for the season. I am building a portfolio right now to show my customers what they look like on a real person—not an airbrushed model! I truly don’t want to bother you, but you are so _____ and I really want quality models in my portfolio. Is there any way I could bribe you with free product to model in my portfolio?”

After getting a positive response: **“Why don’t you** write down your name and phone number and I’ll give you a call to compare calendars. I know this is kind of on-the-spot, so if it doesn’t work out, that OK!” (Hand her an info card as you say this).

Booking Warm Chatters: Conversational or Portfolio

Call her within 48 hours SO SHE REMEMBERS WHO YOU ARE!

If you catch her in person, say:

"Hi Suzy, this is Shauna Abbotts. I don't know if you remember me, but I'm the May Kay girl you met at _____ the other day. Did I catch you at a good time? I was just calling to see if we can set up a time to get together."

If you are leaving a message:

When you call customers and prospects and get their voice mail, do you leave a message?
YES, LEAVE A MESSAGE! I think she might be insulted if I don't think her worthy of leaving her a message, just like I would leave for any friend. But I also know she has a busy life and calling me back may not be at the top of her priority list. I do not take it personally if she doesn't call me back, and I don't read into it that she doesn't want what I have to offer her. I know it's MY JOB to be proactive and call her again.

Here is the Mindset to adopt: Million \$\$ Director Leah Nelson believes that if her prospects do not call her back, they are frantically searching the house for her phone number so they can call her back. They cannot find it and they are hoping against hope that she is going to call them back, so they will be able to speak to her and schedule that appointment!So she must be cleaning her face at night and she thinks- "Oh I forgot to call her back!" or she gets in bed at night and thinks, "Oh man, I forgot to call her back and it's too late!"

With this in mind, **Call her the next day, then once every 4-5 days for a total of 5 times.**

Messages 1-3:

"Hi Suzy, this is Shauna Abbotts, the May Kay girl you met at _____ the other day. I don't know if you remember me, but I was just thinking about you and I'd love to set up a time to get together! Give me a call when you get a chance and we'll set something up!"

Message 4:

Do not leave a message but if you are calling a cell phone, shoot her a text like:
Hey Lauren, this is Shauna w/ MK. I met U @ the bank? Don't want 2 bug you AT ALL, but I would love 2 have u in my portfolio...Let me know if I can bribe U w/ free stuff as a thanks 4 ur time! Have a great day!

Or:

Hey Kate, this is Shauna w/ MK. I met U @ McDonalds? Don't want 2 bug you AT ALL, but I really enjoyed meeting u... U r super nice! I would love 2 bribe u w/ free stuff 2 b a practice face 4 me! Let me know what u think & have a great day!

Message 5: Say, *"Hi Suzy, this is Shauna Abbotts, the May Kay girl you met at _____ the other day. I don't know if you remember me, but I'd love to set up a time to get together! I know you're super busy and I really don't want to bother you, so I won't be calling you again. But if you DO want to get together, you can reach me at 555-5555."* Then you can let toss her information, knowing that the ball is now in her court.