

Take the 30 in 24 CHALLENGE!!

What is 30 in 24?

30 in 24 is making 30 contacts in a 24-hour period. Contacts are people you actually speak with and not just people you dialed and did not get in person.

Why would I want to do this?

As every Top Director knows and shares, "You can change the completion of your business in 24 hours." Accepting this challenge will make your business SIZZLING HOT!!! And, it is a fun way to quickly add appointments, get reorders and serve your customers!

How do I do this?

First, call your Director and tell her you have taken the challenge!! Next, get your PCP list, your profile box and all your leads and start calling. Consider using the following script:

Hi _____ this is _____ with Mary Kay. I am so excited about all my current promotions and I just can't wait to tell you. Do you have a quick minute? Great! I have a few choices and you can pick and choose which promotions you want to take advantage of. Are you ready?
yes!

Okay, first off, ALL the great new SEASONAL COLORS are in and I thought of you Immediately. You will look great in our (COLOR/PRODUCT), I thought of you immediately. What is best for you: a 15 minute look or a 45 minute customized makeover for the Season? If yes, book her.

Yes or no, say: **Also, the product of the month/promotion is _____. Are you interested in taking advantage of it?**

The next thing is, I need REALLY SHARP MODELS for my make-up portfolio! You will get a great color makeover, a FREE gift and a chance to get as much product as you would like a 50% discount (or offer something else). Is there any way I could bribe you to be a model for me?

Ok, now the last thing. Do you know anyone who is nice and bribable and would love to be pampered? I have a \$10 gift certificate for her and a \$5 gift certificate for you after she holds her appointment!

The purpose of this script is NOT to keep your client on the phone for an hour, but to offer her choices and let her choose. If you say yes early in the script, thank her and skip to offering her the chance to be a model and to receive a FREE gift and half off product. Be very gracious and work quickly through the questions.

YOU CAN DO IT!

	NAME	PHONE	MAKEOVER? MODEL?	CLASS/ FACIAL DATE	ORDER AMT.	REFERRALS?	NOTES	
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