

Referral Dialogue

In a Skin Care Class:

After Color, say, *"Now we are going to do something fun really quick, and it's to win a prize!"* (display a beautifully wrapped prize, like a PCP gift) *"OK, so the way my business works is through referrals. And right now, I am supposed to do (30 practice faces, 30 product surveys, etc). And just for being (a practice face, survey, etc), they will get (a gift certificate, a gift, etc) as a thank you for their time. So on the back of your profile card, there is a spot to jot down names and phone numbers, and when you jot them down they will be notified they have a gift certificate and a pampering session... if they want to do it great, if they don't, great. But this is Mary Kay, so we all about games and prizes and we're actually going to have a race for this fabulous prize! So think of every woman you know with skin, who is nice, who is bribeable, who is over 21, and who lives locally. The person who has the most in the next 3 minutes wins! Ready set go!"*

In a Facial—30 faces script: This is the same as a class, but with less "hoopla"! This is my favorite script to use. *"Now we are going to do something fun really quick and it's to win a prize! OK, so the way my business works is through referrals. And right now, I am supposed to do (30 practice faces, 30 product surveys, etc). And just for being (a practice face, survey, etc), they will get (a gift certificate, a gift, etc) as a thank you for their time. So on the back of your profile card, there is a spot to jot down names and phone numbers, and when you jot them down they will be notified they have a gift certificate and a pampering session... if they want to do it great, if they don't, great. So think of every woman you know with skin, who is nice, who is bribeable, who is over 21, and who lives locally. And if you have 5 or more, I will have a gift for you. I'll go get your gift; I'll be right back!"*

You can also use this script at a skin care class, but I have found that you don't need to give away as much at a class and will still get referrals with a race.

Booking Referrals

Call within 48 hours!

Leaving a message:

"Hi Liz, this is Shauna Abbotts. I'm sure Susie told you I'd be calling, sorry I missed you! Just give me a call whenever you get a minute at 555-5555. Talk to you soon!"

If you do this, you **MUST** do it on an evening when you are home and will be home, because curiosity killed the cat and they will call you that night!

Speaking in person:

"Hi Liz, this is Shauna Abbotts. You don't know me, but I know your friend Susie! Did she tell you I'd be calling? (If they say "no": Well, this might be the strangest phone call you've ever had in your life! Then continue on as scripted). Did I catch you at a good time? Well, I'm just calling because I'm Susie's Mary Kay lady. And I don't know if you know anything about Mary Kay, but right now, I'm supposed to do (30 practice faces, 30 product surveys, etc) and I'm kind of freaking out about it! So I asked her if she might know anybody who was nice, and bribeable, and she said I should call you! And just for being (a practice face, survey, etc) you will get (a gift certificate, a gift, etc) as a thank you for your time. So basically, I'm calling to see if you wanna get pampered for an hour and get some free stuff!"

***At this point you will overcome objections and book, which is found in the Power/Perfect Start Booking Script!**