

Color Certification Booking Script: Circles of Influence / Existing Customers

Step 1: Call during PRIME TIME.

If it is a voice mail:

Hi Sue, this is Shauna. 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, call me!"

If you are speaking to her:

Hi Liz, this is Shauna Abbotts. 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 wanted to see if you would help me out with this huge project I am working on! Mary Kay just launched a whole new line of color looks, and I have to get color certified with each of them so I am able to use them at appointments. I have to trial each look with a variety of women, and I am looking for someone with exactly your coloring; I need someone with _____ skin, _____ hair, and _____ eyes. I totally don't want to bug you, but you are perfect for what I am looking for. It's totally a training appointment for me and not a selling appointment at all, so I don't want you to worry that you would need to buy anything. I just really need to get certified on these looks. I was wondering if there is any way I could bribe you with free stuff to borrow your face?

She will respond with Yes, Not Interested/No, or a Problem to Overcome:

Yes = move down to "Book on the Spot" below

Not Interested/No = *I truly don't want to bug you or be pushy in any way, but just out of curiosity, may I ask why?* If she mentions a problem below, try to help her though it using the scripts below, but be very sensitive to her. If she is still not interested, tell her to have a great day and move on!

Problem/Objection = use the scripts below

Most common Objections (Problems):

"I don't have any money / time / I probably wouldn't buy anything / I tried MK before and..."

Start by identifying with her and showing her that you value her concerns:

I totally understand. I have totally been there!

Then help her through her problem by saying:

If it's Money:

It's totally not a selling appointment—I just really need to complete my training. Leave your wallet at home.

If she is still hesitating:

Honestly, what I can get out of doing this training is a lot more important to me than anything you could buy from me—so truly, leave your wallet at home. I just really need to get certified with these looks!

If it's Time:

I totally know how you feel! I am actually already booking until the end of the month. Why don't we go ahead and schedule a tentative time for later this month, and then if we need to move it, that's OK. I just book pretty quickly and I'd rather have a time slot reserved for you that would work for you than get down the road and be booked up in all the time slots you need. And then if we get there and your life is still crazy, we can just move it. No big deal.

If it's a problem with the Mary Kay product line:

What did it look like?

How long has it been since you tried it?

You know, we've completely re-vamped almost every product we make in the last few years. I know a lot of people who couldn't use MK before and they LOVE it now. As a matter of fact, my director drives a Pink Cadillac and she couldn't even use it back then! But it truly is a completely different line now and I would love to get your opinion on the changes. Don't worry about buying anything—I would just love to borrow you for my training.

Book on the Spot:

Tell me about your schedule. What do you have going on that we need to work around? Do you need daytimes, evenings, or weekends? Determine her schedule, then offer her a few choices that fit into your available times. I have Wednesday night at ___ or Saturday morning at ___, which would be better for you?

After the date has been set, **get or give directions right then!** Put them on a strong sticky note in your planner immediately!

Try to maximize your time:

You know, Susie, since I have to do a bunch of different looks to be color certified, if you wanted to bring a friend or two, I'd love you forever and I'd totally give you something free just for helping me out! Just let me know ahead of time what their characteristics are so I can be professionally prepared.

Color Certification Confirming Script

ALWAYS confirm and pre-profile the day before! *Hey Susie, this is Shauna with Mary Kay. I'm just calling to confirm our pampering session tomorrow at _____. I am so excited about seeing you tomorrow! I just want to say thank you so much for helping me out with this project, I really appreciate you!*

I just have some quick questions for you so I can have everything ready when you arrive. I know you're super busy, so if you call me back and get my voice mail, feel free to leave me a message—I don't want you to have to play phone tag. I've got a variety of looks I'm getting certified with so I can customize our appointment a little bit for you. I'm just wondering if your look preference for tomorrow is more natural, professional, or dramatic; if you feel like your skin is more on the normal, combination, dry, or oily side; and what you're currently using for skin care just so I have the right products ready for you. So if you could give me a quick call back, that would be great! You can call me with or text me with your answers at _____. I'll plan on talking to you soon!

If you talk to her in person and she needs to reschedule, **do it right then!** Go through the same booking process as before.