

Basic Steps for Booking:

You can print off specific scripts for each booking method from Networking and Leads!!!

1. Identify yourself & why you are calling her/how you know her

Hi Susie, this is Shauna Abbotts and I'm calling in regards to the Prize Drawing you entered at_____.

Hi Susie, this is Shauna Abbotts. You don't know me, but I know your friend Joan. Did she tell you I'd be calling?

Hi Susie, this is Shauna Abbotts. I don't know if you remember me, but I met you the other day at_____.

2. Did I catch you at a good time?

3. Share the purpose of your call.

I'm calling because you're my runner-up winner! Do you wanna know what you won? You won a full pampering session with a hand, eye, and lip treatment, skin care analysis and pampering session, and a mineral cover makeover, AS WELL AS a Mary Kay Pampering Spa Basket / \$_____ gift certificate towards your choice of Mary Kay product! So I'm just calling to see when you wanna get together so you can GET YOUR GOODIES!!!"

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 faces in 30 days, 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!"

Well, I was just thinking about you and I'd love to set up a time to get together!

4. Schedule your appointment.

Tell me about your schedule. Do you stay at home, go to work, have kids, go to school... what's your situation? I have _____ or _____, which would be better for you?

5. Get/Give/Arrange to e-mail directions. Remind her to check her spam folder since you've never e-mailed her before!

6. Re-state that you will see her on _____ at _____, and if she has any problems finding it to give you a call at _____.

7. Tell her to have a great day!