

## Portfolio Booking: Color Certification Script

As a skin care and color cosmetic professional, you need to get familiar with our new color looks RIGHT AWAY! As you are doing this, be on the lookout for women who have the characteristics you need to finish your certification. Walk up to her and say:

*"Excuse me. Do you have a second? (wait for positive response) I totally don't want to bother you, but have you ever been asked to be in someone's make-up portfolio? OK well, I'm a consultant with Mary Kay and I'm working to get color certified right now. 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 who looks exactly like you. 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. Is there any way I could bribe you with free product to be in my portfolio?"*

After getting a positive response: "OK great! Here's my card, so you have my contact info. **Why don't you** write down your name and phone number and I'll give you a call to compare calendars." (Hand her an info card as you say this).

## Booking Portfolio Models: Color Certification Script

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 consultant you met at \_\_\_\_\_ the other day. Did I catch you at a good time? I was just calling because I would love to have you in my color certification portfolio and I wanted to see if I could bribe you with free stuff to be in it!"*

**If you are leaving a message:** 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 consultant you met at \_\_\_\_\_ the other day. I don't know if you remember me, but I met you the other day at \_\_\_\_\_. I was just thinking about you and I'd love to have you in my color certification portfolio! I wanted to see if I could bribe you with free stuff to be in it! Give me a call when you get a chance and we can chat!"*

**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 you at the bank? I don't want to bug you AT ALL, but I would love to have you in my portfolio... Let me know if I can bribe you with free stuff as a thanks for your time! Have a great day!*

**Message 5:** Say, *"Hi Suzy, this is Shauna Abbotts, the May Kay consultant you met at \_\_\_\_\_ the other day. I don't know if you remember me, but I'd love to set up a time to have you in my portfolio! 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.