

Referral Dialogue

REFERRALS!

- **SAY:** *"Now we are going to play a game for a prize. You will need your pen, your customer card, and you can use anything in your purse."*
- **Then SAY:**
 - *"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), you get (a gift certificate, a gift, etc) as a thank you for your 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, a gift, etc) 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 when you fill up your card, I will have a gift for you. And if you have extra friends, you can jot their names down on the pink lines on the bottom of your card too. When you fill that section up you will still get your prize, but you will also get a free (mascara, eye makeup remover, etc.)! I'll give you a minute to dig through your phone while I go get your gifts; I'll be right back!"*

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? 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!**