

Referral Dialogue

In the Appointment:

"OK, so the way my business works is through referrals. And right now, my Mary Kay National Area is honoring our Senior National Sales Director, Lise Clark, who lost her fight against cancer in 2013. As part of our Kiss Cancer Goodbye initiative, we are donating \$1.00 for every face we see this month and our goal as an Area is to donate \$1,000 to the fight against cancer! My goal is to do 30 faces this month so I can personally contribute to our goal."

"Just for being a practice face, you get (a gift certificate, a gift, etc) as a thank you for your time AND I donate \$1.00 to our cause. 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 that they have a (gift certificate, a gift, etc), a pampering session, and \$1.00 will be donated to the fight against cancer... if they want to do it great, if they don't, great. So think of every woman you know who would love to help us out. The only rules are, she has to have skin, be nice, bribeable, over 21, and live 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? (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. Right now, my Mary Kay National Area is working to donate \$1,000 to the fight against cancer in honor of our Senior National Sales Director, who lost her fight to cancer in 2013. I am personally donating \$1.00 for every face I see, and my goal is to do 30 faces this month so I can personally contribute to our Kiss Cancer Goodbye \$1,000 donation goal. I asked Susie if she might know anybody who would want to help us out and who is nice and bribeable, and she said I should call you! Just for being a practice face, you will get a gift certificate as a thank you for your time AND I will donate \$1.00 to the fight against cancer. So basically, I'm calling to see if you wanna get pampered, get some free stuff, and donate your face to a good cause!"

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