

The Art of Conversation: **How to Meet People**



- Look the part of a Professional Image Consultant: Hair, Makeup, Apparel, etc.
 - Practice making eye contact with those around you
 - Have an infectious smile not only with your mouth but with your eyes
 - Practice saying “Hello” or giving a compliment
1. Anytime money changes hands: Say: “Oh, by the way this is for you!” and hand her a Business card & sample, Look Book or Girl’s Guide to Gorgeous, etc.
 2. Attach a sample to your business card: Say: “Excuse me, my name is _____, I’m a Professional Image Consultant with Mary Kay Cosmetics and I would love to extend my card to you with this lipstick sample. I couldn’t help but notice how nice you looked. I’d like to know if you would take this sample, try it out, and allow me to call you tomorrow to ask you a couple of questions about how you liked it?”
 - 3 Take a beautifully decorated basket or tote with you wherever you go as your purse. Put beauty cards, pens, gift certificates, glamour look cards, samples inside: Whenever you are in line, money exchanges hands, or someone has served you say: “You have been so nice (or whatever fits), has anyone done anything nice for you today? No? Well, I’d like to be the first! I’m a Professional Image Consultant with Mary Kay Cosmetics and I’m out practicing random acts of kindness today! Here’s a sample of our fabulous hand cream and a card good for a complementary facial and glamour makeover. May I jot down your name and number so that I can call to see how you enjoyed your hand cream and when we might get together for your makeover?”
 4. Excuse me, my name is _____, and I’m a Professional Image Consultant with Mary Kay Cosmetics. I’d just kick myself if I didn’t say something to you before I passed by. You have _____ (the most beautiful eyes, gorgeous features or whatever fits). I would love to use your face as a model for my Before and After Portfolio and pay you in free product for the use of your face! Here’s my name and number (as you hand her a card), do you mind if I jot down yours so that I can call you when I get an opening?”
- ☎ Always follow up within the first 24-48 hours after meeting them
 - ☎ Have a goal of how many you want to book before getting on the phone
 - ☎ Have your datebook with highlighted times available for appointments
 - ☎ Be positive, professional and have a smile in your voice
 - ☎ Remind them of how you met them and ask for permission of time
 - ☎ Always offer them a choice of two times and dates; never leave it open
 - ☎ Know the tentative date booking approach before getting on the phone

Booking: A Script for Every Situation

Booking is an attitude— you must be excited about what you are offering. Make a commitment to book 2 every day. You'll hold 1/2 of what you book! Never book out farther than 2 weeks. Three or more weeks out rarely hold.

Make sure you use the Hostess Program recommended in the Skin Care Class section of this book.

The key to consistent booking is simply being out where the people are!

BOOKING IS THE LIFELINE OF YOUR BUSINESS!

Script to use when calling back after handing out your business card:

"Hi, my name is _____ with Mary Kay Cosmetics and I met you yesterday at _____ and told you that I would love to use your face as a model in my Before and After Portfolio and pay you in free product for the use of your face. Do you remember me? I was just looking at my appointment book and I have a couple of openings so I wanted to give you a quick call, do you have just a minute? What would be a better time for us to get together in the afternoon or evening? (Wait for her response) I have (day) or (day) available. Which is better for you? Listen. If you feel more comfortable sharing your makeover with a couple of girlfriends, you're more than welcome to. I think it's more fun to do in a group anyway and that would put me in a position to give you MORE FREE product. I tell you what, how about I call you the night before just to confirm and find out how many setups I need to bring with me?"

Script to use when calling back on a lipstick or hand cream sample:

Hi, this is _____ with Mary Kay Cosmetics. Remember when we met yesterday at _____? Do you have a minute for me to ask you a few questions?

1. Did you try the lipstick or hand cream?
2. Did you like the color? or Did you like the way it made your hands feel?
3. Was it moist enough? or Did it keep your hands soft without feeling greasy?
4. How long did the color last? or How often did you feel you needed to reapply?
5. Would you use it if you had the full-size containers?

I appreciate so much your willingness to help me out. My gift to you for participating in the survey is a complementary facial, glamour makeover and lipstick or hand cream. Which is better for you this week or next? (set up appointment)

Tentative Date booking script:

When she says she'll call you back with her schedule or she'll have to check with friends say: I tell you what, let's set up a tentative date and time and I'll call you back in 2 days after you've had time to look at your calendar or check with your friends and if we need to change or reschedule we can. I've found if we don't put down a time we might both let it slip our minds. Is _____ or _____ better for you?



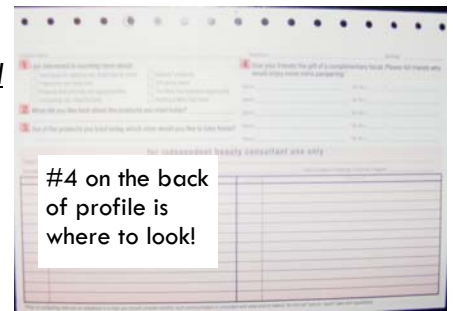
Calling referrals from Name Game, any appointment or any other source:

Hi _____, this is (your name), _____'s friend, how are you? Do you have a quick minute? Great! I am also _____'s MK Consultant and she just gave you a gift of a complimentary facial and makeover and a gift certificate in the amount of (\$5,\$10) to use at your appointment! I thought maybe it was a special occasion, you must be a wonderful friend! Isn't that sweet of her?

What would be a better time for us to get together, (in the afternoon or evening)? (wait for her response). I am available (Tues/Thurs), which is better for you?

I have (10am or 2pm), which works better?

If you feel more comfortable sharing your makeover with a couple of girlfriends, you are more than welcome to invite them, plus you could earn even more free product! I'll give you a call in the next 2 days to check on your guest list (set up time to contact her). I am looking forward to meeting you!



Perfect Start/Power Start Dialogue:

Hi _____, this is _____, I'm really excited about something, do you have a quick minute? Great! I've just started my own business teaching skin care and make-up artistry with Mary Kay Cosmetics. As part of my training I'm going to be pampering 30 ladies to a facial in 30 days. I could really use your help. What I would love to do is pamper you and a couple of your friends and family to a facial and makeover, and as my thanks, you'll receive a special gift. Isn't it fun to receive gifts! Grab your calendar, let's set a date! Which would be better for you, beginning of the week or end of the week?

Turning a Facial into a Class:

After you have scheduled a time say: "You know _____, I have a great idea! We have a plan where you can receive your own cosmetics practically as a gift. Would that interest you? (Wait for her response) It's just as easy for me to give three or four facials at one time, as it is to give one. And I know you'll be telling your friends about this. Why don't you invite them over? You'll earn even MORE FREE products for yourself and you and your friends will have a lot of fun. Either way, I want you to know that I am coming for you.

Before and After Portfolio:

Hi _____, this is _____. I'm very excited about something, do you have a quick minute? Great! I am building a professional portfolio of "Before & After" makeovers, and I would love to feature you in my portfolio. You have such (beautiful eyes, warm smile, beautiful hair and then compliment her). I would love to pamper you with a facial and makeover and feature you in my book. Doesn't it sound like fun? Grab your calendar and let's set a date. Which would be better for you _____ or _____? I have a great idea, do you have a couple of friends that might enjoy getting a makeover and then they can give you their honest opinion of your new look that will be featured in my book? You would earn free product for having some friends join you and then they can give us feedback about your new look.

Correct Booking Approach:

At every skin care class I always select several ladies that I would most like to have as my future hostesses and today I've selected you because (compliment her: you are so outgoing, you look great in the product, you are so much fun). Tell me when we get together for your follow-up, is there any reason why you couldn't share it with friends? I think you'd be a terrific hostess.

or

Correct Booking Approach:

You know _____, at every skin care class I choose two women I want to work with most. Today you are my first choice. Do you know why? Because you were the most excited person here— and Mary Kay always tells us to pick the sparkler because she ignites the room! I love to work with excited people. When we get together for your follow-up facial after you get started on your basic skin care, or for you to be in my makeover portfolio, why not share your appointment with a couple of friends? I really want to work with you _____. It is obvious you had a great time today. When is the best time for us to get together again, next Tuesday or Thursday?

Warm Chatter: Thank You Gift:

You've been (such a good friend, helpful at work, terrific helping me pick out this dress, such a support) as my Thank You I have a gift for you! I am an Independent Image Consultant with Mary Kay Cosmetics. I would love to give you a complimentary facial and a \$5.00 gift certificate to spend at your facial. Jot your name and number down so we can arrange a time for you to spend your gift certificate. (have your business card and a pen ready).

When you call back, say:

Hi _____, this is _____, with Mary Kay Cosmetics. We met the other day at _____. Thanks again for your great service. I'm calling to arrange your pampering session so you can spend your gift certificate. Grab your calendar and let's set a date.

Inviting a Guest:

Hi _____, this is _____. Do you have a minute? Great! I am very excited about an event that is coming up this Monday. My director has asked me to bring a model for our Skin Care Class. I am looking for someone with (beautiful eyes, red hair, warm smile, etc.) and I immediately thought of you! You would have the opportunity to have a facial and makeover, and then give your opinion of what you liked. I would be so honored if you would model for me. You would have a ball! As my thanks, you would receive a special gift. Tell me, is there any reason why you couldn't be a model for me this Monday? I think you'd be terrific!

Booking a 15 minute appointment:

This is a great alternative if someone says they are too busy to have a facial or class:

I would love to stop by for 15 minutes to show you _____ (whatever item you have called her about: skin care, lipstick, fragrance, or whatever is new). You'll be able to try the product on the back of your hand. Would it be better for me to stop over _____ or _____? (Offer 2 choices: after work, on your lunch hour, before work, in the evening, Saturday morning)

Booking a Trunk Show:

Hi _____ this is _____. I'm very excited about a new party Mary Kay is offering. Do you have a quick minute? Great! It's called a Beauty Boutique. It's a party where you can see and try all the products on the back of your hand, no mirrors, no taking off your makeup. You and your guests get to see lots of the Mary Kay products and then enjoy each other's company. You can have as few as 6 or as many as 20 there. As my thanks for scheduling a Beauty Boutique, you'll earn \$75.00 of product for \$35.00. Doesn't that sound like fun? Grab your calendar and let's set a date. Which is better for you _____ or _____?

Booking an E Class or Book Party:

This is a great alternative for someone who lives out of town or doesn't want to schedule a skin care class or Beauty Boutique show.

How would you like to earn some free products without having a class? Great! All you have to do is take orders from family and friends during the next week and then you'll earn \$10.00 of free product for every \$100.00 you sell. Would you prefer to send an email and people order from the web page or would you like to have samples and catalogues to take with you?

Booking an Interview:

I have decided to move up into leadership in my Mary Kay business, and I'm very excited about it. One step in moving up is to select 5 women who love the product (or compliment "who are outgoing" or "who are sharp") and share the information about the career opportunity with them. I immediately thought of you! You may or may not be interested in Mary Kay and that's OK. I would love to sit and share the facts of our Company with you and gain your opinion. Is there any reason why you couldn't help me out? Which would you prefer to do, be a model Monday evening and receive a makeover, then hear about the Company...meet for coffee and sit one on one for about 30 minutes...or attend the next _____? (Offer two of the three choices)