

Referral Booking Script

Hi! Is this _____? Hi, this is *(your name)*, _____'s *(the person who referred them)* friend! Do you have a quick minute?

Ok, great! Well, I'm so excited! I started my own business teaching skin care and color cosmetics with Mary Kay, and I'm actually in training for a leadership position! *(or, eliminate this last statement, if you have no aim to advance yourself at this point in time, and simply continue with...)* To help with my training, my Director gave me a challenge to pick 3 women I've never met before to help me. So I picked you because _____ participated in a complimentary pampering session with me, and, you know, she happened to mention you by name and thought you might enjoy a complimentary pampering session of your own at some point... But I thought of you specifically for my challenge because I figured anyone who is a friend of _____ has got to be just a phenomenal (or, fabulous, or fantastic) as she is!

You see, for my challenge, I need to pamper 15 faces in the next 2 weeks *(or, 30 faces in the next 30 days, or 30 faces by the end of this month)*. So, _____, I just really need your help! I need to borrow your face and maybe even the faces of a couple of your friends so I can learn skin types and color preferences, and get my people-skills down. I don't need your money - it's entirely complimentary - I just need your face. But if you're willing to help me, I will have a free gift for you, and if you decide to help me further by inviting some fun friends who you think would enjoy a pampering session themselves, I can offer you up to \$100 in free product of your choice [or the old Program: *\$325 in free product and up to anything else you like, as much as you want, for 50% off that day!*] Is there any reason why you couldn't help me? *(Don't pause!)* Would this week or next week be better for you?

Great!

Would a weekend or weekday be better for you?

Great! (give her two choices of days)

Great! (give her two times of day; e.g., afternoon or evening?...)

Great (give her two specific times to choose from)

Confirm day, date, and time

I'm so excited that you're going to help me! I knew you would! Could I get your address really quick, so I know where I'm going? Thanks!

Oh, one more little thing. I'm so grateful for your help, and I want to make this as easy on you as possible; I want to do all the work for you! Having a guest list really helps me to prepare so I can bring exactly the right products for everybody. So, tell you what, I'll call you in 2 days to get the first names and phone numbers of your guests to pre-profile them before the class. When is a good time to reach you?

I'm so very excited! I'll talk to you again at ____ (time) on ____ (day). Thanks again!!