

CAREER CHAT STEPS FOR SUCCESS!

1. Opener with your new clients:
Book her ON THE SPOT—the best time to do this is at the end of your appointment, before she leaves.
SAY:
“So Susie, are you bribe-able? (she will laugh) Well...
2. Opener with an existing customer:
Call her during Prime Time and SAY:
“Hey Susie, it’s _____ with Mary Kay! Did I catch you at a good time? Ok great! I’m calling because...
3. Continue with:
“I’m just starting to learn how to talk about the business side of Mary Kay, so if someone ever has questions about starting up, I can look like I now what I’m doing! My Director and I need a real live person who can listen and ask questions so I can learn how to answer them. I know you’re probably not interested in doing Mary Kay, and that’s TOTALLY OK! It’s just that someday I am going to run into someone who is interested, and I’m going to have to look like I know what I’m doing. I promise that I will not bug you at all to do Mary Kay—I just need a guinea pig!”
4. If you and your client are local:
“Is there any way I could borrow you and I will totally bribe you with free stuff?”

OR “Is there any way I could borrow you and I will totally bribe you with a free _____?”

OR “Is there any way I could borrow you and I will totally bribe you with anything you want except for my kids!”
5. If either you or your client are not local:
“Is there any way I could borrow your ear, just for a quick 45 minute conference call, and I will totally bribe you with free stuff?”
6. BOOK THE APPOINTMENT. **“So, tell me about your schedule. What do you have going on that we need to work around?”**
 - Find the availability in her schedule and then fill it!
 - If needed, use the “tentative date” booking approach to set up a time.
 - Book your Career Chat for sometime within the next 10 days if at all possible!!
7. SAY:
“So what can I bring for you as a thank you? How about _____?”

Optional Script
“As a huge thank-you for helping me with my training, you can pick a FULL SET at ½ price. You can use it right away or save it for your next order. Do you know which items you would like or do you want to think about it and let me know then?”
8. Text me right away and let me know when and where I am supposed to be!
9. Confirm the Appointment the day before:
Hi Susie, I’m just calling to confirm our 11:00 tomorrow at Starbucks! I am totally excited to get together with you and wanted to say THANKS in advance for helping me with my training! You have no idea how much you are helping me out! I will plan on seeing you tomorrow at 11 and I will have your eye make-up remover with me, but if there is something else you would like instead just let me know. I’d be happy to bring it with me. You can reach me at 555-555-5555. Thanks again and I’ll see you tomorrow at 11!
10. When you arrive, arrive early to get a table and order your drink. When your guest arrives:
Hey lady! Thanks so much for helping me out! Would you like to grab yourself a drink or are you good? Here is your eye make-up remover...
Be sure to invest wisely in the time available to you before the appointment starts by getting to know her and making a connection!