

THIS IS WHAT I SAY THE FIRST TIME I CALL A REFERRAL:

Hey (Name of Referral)! This is Christina with Mary Kay! How are you? Great! I know you have ABSOLUTELY no idea who I am, but I'm actually a friend of (Ashley's). (Pause for response). Well a couple of weeks ago Ashley and I got together and we just had such a blast with some of her girlfriends doing facials and makeovers and it was just really fun girlfriend time and so anyway at the end, Ashley gave me your information because she wanted me to give you the VERY same facial and makeover that we did as well as a \$10 gift card, all as a gift from her! How does that sound?! (Pause for response) And actually you will have the opportunity to upgrade your \$10 gift card to \$100 in FREE gifts!! (They usually say "wow" and ask how, I explain my hostess packet). So I was just calling you to set up a time for us to get together so that I could give you these awesome gifts from Ashley!! What works best for you Monday, Thursday or Saturday. (Keep narrowing it down by 2 choices until it is booked).

After it is booked, I make sure I get their email address to send them my hostess packet as well as the address of the location of the party.

If they don't answer

At the end of my script, but before booking them, I tell them to call me back. I say; "Just give me a call so we can set up a time for us to get together for you can spend your gift certificate. If I don't hear back from you by Saturday, then I'm gonna call you back on Sunday. But I'll tell ya what! If you call me back FIRST, I will give you a free tinted lip balm, lip gloss or lipstick of your choice! So call me back or i'll talk to you on Sunday!!"

THE SECOND AND FINAL TIME I CALL A REFERRAL:

Hey (Name of Referral)! This is Christina with Mary Kay! Its Sunday and I told you i would call you back on Sunday so thats why I'm calling :) I know your probably very busy and thats why you haven't had a chance to call me back, I TOTALLY understand! But if you happen to have a few minutes and can find the time to give me a call, I would REALLY appreciate it!! still have this gift from (Ashley) that I need to give you and I just wanted to set up a time that works best for you to get it to you. I'm gonna give you my number again incase you lost it, its _____. I wanted to let you know (Name of Referral) that I am not gonna call you again. Because if I call you again, i'm gonna feel like i'm bothering you, and I SO do not want to bother you. So your gonna have to call me back! Thanks! Have a wonderful day!"