

## Car Booking Script:

### **SPEAK SINCERELY & EXCITEDLY.**

"Hi \_\_\_\_\_! This is \_\_\_\_\_! I am so excited! I'm earning my FREE CAR with Mary Kay, and as a part of the process, I get the privilege of pampering 40 women this month! When I was making my list of people to pamper, I immediately thought of you. So I wanted to call you right away and share the news with you! Here's what I want to offer you just for helping me earn my free car—a complete facial, makeover, and hand treatment with you and your girlfriends, and for you—just for getting some of your girls together and making it more fun—I'll give you \$50 in free product of your choice. It is a joy for me to pamper women, so please don't worry about cleaning your house, or providing refreshments. I'll take care of everything—and you guys can even come to my home. I really just want to take care of you and your friends for one night. So, doesn't that sound FUN?"

I hold my pampering sessions on \_\_\_\_ & \_\_\_\_ (ex: Tues & Wed), at 7:00. Generally, which is better for you? Great, the next availability that I have for that day is \_\_\_\_\_. I know that you need to check with your girls, so here's what I'll do. I'll hold this appointment for 24 hours, just to give you some time to call your girls and check with them. I'll call you tomorrow, and you can let me know if this date works, or if we need to schedule another, ok? Is this a good number to reach you on during the day tomorrow? Great. OK! Talk to you tomorrow!

Call back the next DAY and secure the appointment. Get the guest list RIGHT THEN on the 2<sup>nd</sup> call, and begin pre-profiling your guests. Send your hostess a hostess packet\* and CONTINUE THE BOOKING PROCESS!!

\* Hostess packet—can be purchased at meeting for \$2. OR send a look book with a note, telling her to pick out \$50 of free product of her choice!