

BEAUTY OF FRIENDSHIP & LEAD BOX REFERRALS!

What do I say?

To book someone from a BEAUTY OF FRIENDSHIP sheet:

Hi Shannon, this is Jessica with Mary Kay. I don't think we've met but Sarah Smith said text is the best way to reach you. She gave me your name as a deserving woman to receive a complimentary Mary Kay facial! Should I text or call you with the details? 😊

What I say when they text me: Great! So, we will do a Mary Kay facial, plus a Spa Satin Pampering Hands treatment and we'll make your foundation shade! You'll be out the door in an hour feeling refreshed! 😊 Would you be interested?

To book someone from a Lead Box via email:

Hi Jessica! Congratulations! You were chosen as our Mary Kay winner at Tammy's nail salon! You won a spa pampering package for you plus up to six others at our studio in Moorefield!

I'm so excited for you! Do you want me to call you to give you more details or is email better?

When she responds:

Basically, you are going to get a spa Microdermabrasion treatment, an antiaging facial, a satin hands pampering treatment, plus expert foundation matching!

I am a local Westlake mom and I can't wait to meet you! And I'm pregnant too...due in six weeks. Do you live in Westlake?

*Chelsi Wratchford
Future Senior Sales Director
Mary Kay*

To book someone from a Lead Box via text:

Recommended to set in three separate texts so it feels more real.

Hi Jenna! This is Sarah Smith with Mary Kay! You entered to win a free facial and gift card at Tammy's Nail Spa! You are my Grand Prize Winner! (Send this first)

You will get a free pampering session at my studio in Moorefield! You will receive a satin hands treatment, an ant-aging facial with Microdermabrasion and expert foundation matching for you and a couple of friends. (Send this second)

My studio is called Wonderfilled Studio! Are you okay with texting or would you prefer that I call you to set up the appointment? (Send last)

To book a referral using Sales Director, Erin Ewers Giggle Script:

Hi Erin, this is Ashley. I don't think we've met, but Lisa Smith gave me your name. I have a favor to ask you.

Then wait 20 minutes and send the rest of the message.

She is helping me with a Mary Kay contest. I am trying to be the fastest Mary Kay consultant in the area to earn a free Mary Kay car! Have to do 50 free facials this month to earn that! I am running out of people I know, so I have resorted to texting complete strangers, lol! She thought you might be adventurous enough to lend me your face and you get a FREE GIFT. Can you help me out?

FACEBOOK FRIEND OF FRIENDS

Another great way to get new referrals from your Facebook Friends!

Say this to all your Facebook Friends to get more referrals:

Hi Marie! How is everything with you? I hope you are great 🤔 I'm working toward a really huge promotion in my business with Mary Kay to earn my next free car and have been challenged to do a test panel and or get the opinion of 50 new women in the next 30 days. Would it be okay if I messaged a few women on your Facebook page to offer them a complimentary facial to help me with my goal? I am super nice about it and respectful of their answers. Thanks either way! Chelsi.

What to say to the Facebook Friend of a Friend:

Hi Lisa, I am Chelsi and I don't think we've met, but Marie Boths gave me your name. I have a favor to ask you... She is helping me with a Mary Kay contest. I am trying to become the youngest (or fastest) beauty consultant in the area to drive a free car! And I have to do 50 free facials this month to earn that. I am running out of people I know, so I have resorted to messaging complete strangers via Facebook,

lol! She thought you might be adventurous enough to lend me your face and you get a FREE GIFT. Can you help me out? Thanks either way! Chelsi

When she says yes, you can respond:

Fabulous! The scoop is we pick a one hour window that works best for you. At your appointment, you'll receive a satin hands pampering treatment, an anti-aging facial, a spa microdermabrasion treatment plus expert foundation matching. I hold appointments at my studio (or you can "or I can travel to you"). Is a weekend or weekday better? And thanks so much for your support!

OR Another way you can respond:

That's perfect. I hold all individuals facials at my home studio in Moorefield on Tuesday and Thursday evenings. Or, if you would prefer to share your appointment with 2-5 friends (and get FREE products). I can be a little more flexible on the date. What works better for you?