

Referral Script

Hey I'm _____ with Mary Kay you probably have no idea who I am (laugh, & then mirror her reaction i.e. if she doesn't laugh, let your voice get quieter). Well I just wanted to call you b/c I recently had a pampering session with Jennifer and with the holidays coming up she was able to give away a free facial and makeover to you - just to say she was thinking of you & she also included a \$10 gift certificate. Isn't that great?

It only takes about an hour & it's a lot of fun - what's best for you? A Thursday or Saturday?

Now I usually do my facials in my home b/c most women want to get out of the house & have some relaxing pampering time for themselves, but I also can come to you if that's better what would you prefer?

(referrals have a higher cancellation rate so double triple booking IN your home is a great use of your time)

Now I have this really great promotion going on right now - if you wanted to share your facial with a couple of friends, you could actually turn your \$10 gift certificate into a \$100 g.c. does that sound like something you'd want to do?

(\$100 for free if you party with me- just give her one bit at a time)

(if YES) It starts out in increments of \$25 - I'll just go ahead and give you \$25 if you let me know who you want to invite, do you know right now who you'd want to invite? And I'll just put down that you get \$25. (or schedule time tomorrow to get list then when follow up for guest list **then** tell them about next \$25 they can earn)

(if she gives you some names but not that many/after get names) Now the other \$75 is broken down into increments, so \$25 for having 4 people there - what I usually suggest is to invite 10-15 to have 4 there, so tomorrow when we talk I know it sounds like a lot but just think of anyone you can think of and we'll make sure you have 4 there. \$25 for \$200 in sale & when you have 4 there I take care of that that's usually no problem, and \$25 for when 2 of your gals book their own customized look - you are going to get a customized facial but your friends are going to get a dash out the door look

Do you have an email you use regularly? I'm just going to email you my address, some quick directions & remind you of the date and time.

(email hostess plan (flyer) if they say they wanted to invite some friends & mail out hostess packet so get address too)