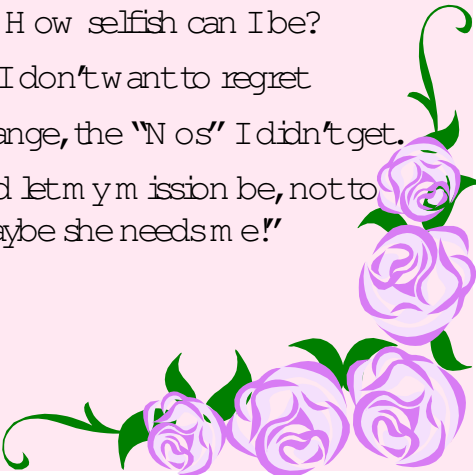




M aybe She N eedsM e!

It had been a long day! I was finishing a task,
And as I hurried past her a little voice said, "Ask!"
"Oh, not today!", I told myself, I'm tired and it shows.
Besides, I might look foolish... and she'd likely just say "No!"
While drifting off to sleep that night, I saw her face again.
I wondered what her life was like, her needs, her dreams, her
pain. What if she'd been wishing for a friendly word and smile,
A chance to know somebody, who would go that "extra mile"?
Was this the opportunity that she'd been praying for?
I saw the cars she might not drive, the rings she might not wear
because I would not risk myself, to stop, to ask, to care.
So what, if what I offer her is not her cup of tea?
That's a choice for her to make... How selfish can I be?
When all my dreams are realized I don't want to regret
the lives I wouldn't touch and change, the "Nos" I didn't get.
Oh, let live a true "Go Give", and let my mission be, not to
think, "Do I need Her?" but "Maybe she needs me!"

Alyson Taylor, Sales Director



Book ing

Scripts

&

Idea s

Share The Dream!

Dialogue to win a Gold Medal

_____ I'm so excited! It's time for your (season) makeover and I would love for you to be a face model for my portfolio. It's going to be a great time of pampering and I'll even have a free gift just for helping me out.

Also, after our makeovers that evening we will kick back and eat pizza while we watch a video. It's a great opportunity to hear why I love what I do. Now I know what you are already thinking, you would never do Mary Kay! Well that's okay, I just want your honest opinion of this new video and just for sharing, your name will go in a drawing for \$100 in free product! Isn't that exciting!

We meet at our Mary Kay Center in Waldorf _____ at _____. I can only reserve three spots so let me know right away if you would like to bring a friend!

Say this to 2 people each day and in 15 days you would have spoken to 30 prospects! 15 will interview and 5 will recruit! Track it and see that it works! Be sure your guests fill out the Lisa Madson questionnaire so they will go in the drawing and you will get credit towards your millionaires watch!

Booking Script

Use This Script to Book Your Perfect Start & Power Start!!

"Hi _____, this is _____. I'm so excited! Do you have a quick minute? Let me tell you why I'm calling; I've just opened my own business

teaching skin care and glam our make-up artistry with Mary Kay Cosmetics out of Dallas, TX, and as a part of my training, I need to share the product with 25 sharp women to get their opinion on Mary Kay's new product line, and because my director stressed that we include the sharpest women we knew, I immediately thought of you because I knew I could count on you! I would sure appreciate having you in on my original training and you'll be pampered with a luxurious facial and skin supplement products, glam our samples, and satin hands! Is there any reason why we couldn't get together? Is daytime or evening better for you? Beginning of the week or end? I could see you on _____ at _____ or _____. Which would be better for you? Great! By the way _____, if you'd like to have a couple of your friends over to share the makeover, that would be great! It's a lot of fun in small groups and it would put me in a position to give you some free product or discounts as a special "thank you" for helping me finish my training faster! Who do you know that might like to join us? (pause). I want you to know there is no obligation to purchase anything; I will have some products with me, but my goal is to get your opinion of the product you try on.

I'll get back in touch with you to see who will join us so I can give each of them a quick call to find out a little bit about their skin type so I'm sure to bring the right products and samples with me! Would it be better for me to call you back tomorrow or _____? Great! I know we'll have a great time! I appreciate you and can't wait to give you some freebies! I'll call you on _____."

W am C hatter "Before and A fter" Portfolio

Script by P am H iggs

Excuse me... ..(sm ile) I just had to come over and meet you... ..I noticed you as you walked by and YO U A RE Soooo beautiful.O r you might say "YO U are so SH A RP !" (Pause and wait for response) I am boking for models to feature in my (season-Summer/W inter) "Before and A fter" portfolio and I would LO VE to use you in it!Pause... ..may I give you my card?

As your getting the card out say, "W hat is your name? H i _____my name is _____nice to meet you .G ive her the card w ith the side facing her she needs to fill out.N ow say, "Just take a minute and fill this out and I'll give you a call and we'll get together!" A sk her for cell and work # as well. If time allows you make some small talk... ..D on't talk too much .W hen you leave walk away tum around one more time... ..sm ile and say goodbye.

Script to Book her:

N ame? H ey this is _____ w /M ary Kay. It was sooo nice meeting you! I can't wait to get together and pamper you... .. I am scheduling my appointments between this week and next w hich is better for you? Beginning of the week or the end of the week? _____ so you work during the day/do you work everyday? W hat time do you normally get home? W ould you to get together right when you get home or do you prefer to have dinner first? W ould you like to get together at your house or mine? W ould you like to keep our appointment just you and I or would you like to invite a friend or two?... ..(If she is having friends set a time to call her in the next day or two to get their name, numbers, and addresses so you can mail out invitations) W ould it be okay if I go ahead and get directions and ask you a few questions about your skin and color preferences? W rite directions in your datebook and pre-profile her) G reat than 7 Pm on the _____ it is. I will send you a little reminder in the mail.

The Key to this is the sound of your voice and the way you say it!!! Remember consultants they will not book if you think they won't!! It is about your attitude and they way you present yourselves to them !! W e only have 6 seconds to make a first impression!!!! You may be the only M ary Kay they will ever know ! G o out and meet the people to B O O K , B O O K , B O O K !!! It is up to you! W ork your plan and P L A N your work!

82 Fun Ways to Book

1. Send a catalog to a co-worker that has moved.
2. Send a catalog to your realtor...
3. Post a catalog in the teacher's lounge at your child's school.
4. Post a catalog in the employee lunch room.
5. Hold an open house.
6. Have a booth at a school fair.
7. Advertise in your alumni newsletter and/or local newspaper.
8. Give a catalog to the receptionist at your doctor's or dentist's office.
9. Include a wrap or flyer with your bill payments.
10. Call past hostesses.
11. Put current catalog or wrap in your neighbor's door. Include a 10% off coupon.
12. Ask friends to have a show.
13. Advertise in your church bulletin.
14. Take a Satin Hands recipe to every potluck.
15. Host an office party or brunch.
16. Host a show before or during a PTA meeting.
17. Mail out samples, catalogs and a wish list.
18. Host your own show. Could even be fund raiser for your favorite charity.
19. Get a list from Welcome Wagon. New people may be looking for a consultant or a new job in this area.
20. Set up a display at a craft fair.
21. Participate in a school fund-raiser.
22. Have your husband or significant other promote the products at work.
23. Have you and your family members wear a MK T-shirt or sweatshirt.
24. Hold a "next holiday" Shopping Show for men (for Valentine's, Mother's Day, etc).
25. Offer a Christmas/other holiday wish list to your guest and then call the gift giver and tell him what the guest wants.
26. Set up a display at a mall for a drawing. (Check with Mall director).
27. Put an "ask me about Mary Kay" button on your purse or coat.
28. Ask past hostesses at shows to talk about their free products.
29. Hold an opportunity night nearby.
30. Random mailings. Open a phone book and randomly choose.
31. Mention hostess half-price gifts and other benefits at least 3 times per show.
32. Hold up higher priced products and mention half-price products to encourage bookings.
33. Mention! how much your "average" hostess gets in products.
34. At the beginning of your show, mention the hostess goal.
35. Share upcoming specials at shows and during phone calls.
36. Tell your hostess how much she saved by having her show.
37. Encourage frequent customers to regularly plan shows.
38. Encourage hostesses to rebook a show in 6-9 months. She'll be the first to see and try our new products at her next show.
39. Treat hostesses to a special "Hostess Appreciation Tea".
40. Encourage relatives to book a show.
41. Call your Realtor with suggestions for "new home packages".
42. Offer to do a class for your local grocery store.
43. Start an E-mail address book of customers who want to know what the monthly specials are,- don't forget to mention the hostess specials. If there isn't one, create one.
44. Encourage your hostesses and guests to refer potential hostesses to you.
45. Offer a bridal registry.
46. Promote the Bridal Party shows.
47. Describe and highlight the hostess plan during shows.
48. Be friendly and enthusiastic.
49. Follow through on every booking lead.
50. ASK, ASK, ASK.
51. Use open-ended questions, especially when dealing with "booking concerns".
52. Use your products and samples at home, office, camping, parties, etc..
53. Read sales, self improvement, and positive thinking books.
54. Call at least two potential hostesses every night.
55. Dream and imagine the possibilities.
56. Set goals and review them constantly. Post them where you can see them.
57. Ask friends to help you get started or reach a certain goal.
58. Use hostess flyers.
59. Use postcards and/or newsletters to continue to spark interest.
60. Follow up phone calls to particularly interested guests. They may decide later to have a show.
61. Have the hostess tell why she decided to host a show.
62. Give products as gifts or donations.
63. Don't be shy talking about your products or your business.
64. Smile when talking on the phone.
65. Review orders from past shows - who have bought frequently, etc..
66. Be prepared to answer questions about your work.
67. Write down names of people who "owe you a favor" then follow up.
68. Call the most familiar people first.
69. Call potential hostesses who postponed or never booked.
70. Spend time every day working on some aspect of your business.
71. Be willing to share the business opportunity.
72. Call anyone who has said "maybe" or "sometime".
73. Contact schools
75. Leave your business cards on bulletin boards or in local businesses.
76. Talk about upcoming specials with everyone.
77. Keep a list of special requests and let those guests know when that product is on sale.
78. Suggest hosting a show to do Christmas/other holiday shopping without leaving home.
79. Offer a bonus for hostesses who book on days and/or months you need an extra show.
80. Give extra service and time to good customers - they will be repeat hostesses and potential consultants.
81. Carry a notepad to jot down names as you think of them.
82. Let guests keep a catalog or sales brochure to keep on hand.

Dialogue to Book and Build Both Clients and Your Team

by Pam Higgs

Hey _____ this is _____. Do you have a minute? Great! I am really excited. My director just challenged me to call my closest/sharpest/friends or family that mean the most to me and use them in my portfolio as a before and after model and I thought of you right away! Is there any reason why we couldn't get together this week or next so I can pamper you?

She says yes: Schedule her and say, "Can I share with you our You Plus 2 promotion?" She replies positively say "It's great fun to share your facial with a friend or two, and when you share it with two adult friends you'll earn \$25 in FREE product plus any one item at half price! Doesn't that sound great? (pause) If you would like to double that you can share it with 5 adult friends and earn \$50 in FREE product plus two items at half price!"

She agrees: Then say, I need to get the names, addresses and telephone #'s of the people you would like you to invite so I can mail out invitations to them. Which day would be better _____ or _____ (You MUST get the names w/in 24-Max 72 hours)?

If she gives you excuses why she can't do the facial. Reply... My absolute deadline is August 30th what is a better day for you?

Follow with the rest of the dialogue to share it with your friends.

Call customers to schedule "Cobra D" facials with them and use the above dialogue with them to take advantage of the Summer U Plus 2 promotion (\$25 or \$50).

See the following e-mail (you already received, but wanted to share full circle with you) for \$50 show case dialogue.

How to recruit NEW customers when you first facial them

Share the Did you Know Questions and the 4 Yes and No questions about them. These questions are in the training packet you received from me. Say to them after the 4 questions, "If you said no to one or more of these questions, take a tape home with you and your name will go in a drawing for a hundred dollars in FREE products... It may not be for you, but you might know someone who could benefit from Mary Kay."

After private consultation Ask EVERY person if it would be okay to give them the tape you talked about to get their name in the \$100 Product Drawing. Ask her when she would have the opportunity to listen to it and let her know (and possibly you director) will call her on _____ to follow up and answer any questions she might have.

If you know she is showing interest by asking questions or saying she'd be interested. I say to her, "_____ It tells you what go ahead and get what it is you want today and I will hold your check or M/C/VISA/ DISCOVER however you pay for it for a few days and that way if this is something you decide to do you can then order your products from Mary Kay and then just replace them back to me. The reason you want to proceed this way is so she will get what she wants that day and if she decides she doesn't want to be a consultant at this time she will have her products and will be a customer with you. If she is using the products and not waiting to get a discount and she can tell others about MK because of her excitement. The check/credit card you received from her is your collateral to get it back within 2 weeks. This means she would need to order her show case and make an inventory decision right away."

Please remember to never discuss inventory with prospects or new team members. This is a Director's job and I want you to learn from her first. We must take one step at a time. I do let them know when I am sharing the information with them that the show case is valued at a most \$500 and is sold for \$100. It is everything to demonstrate a skin care class except washcloths, hair ties, and cotton balls, it's nothing to sell. Please share with her, "Inventory is a personal decision, some people start with a little, and others start with a lot, but my director will cover that with you."

Lastly an idea to share with existing customers is looking at the angle that the show case is costing \$12. If you look at them spending \$38 on Time Wise Cleanser and Moisturizer the difference is \$12. This is a great way to help people do their buying at wholesale. You might think you are losing a customer, however if you put their needs first and think how you can benefit then she will WIN and so WILL YOU!

Pre-Profiling Script

Hi (Name)! I'm _____ from Mary Kay and I'll be doing Rita's Skin Care Class on Sunday at 1:30. I just wanted to ask you a few questions about your skin before the class. Would that be ok? Great!

What type of skin do you have: normal, oily, dry or a little of everything? Great!

Have you ever used Mary Kay before? (NO) Well then you're in for a treat! We have a wonderful skin care lineup called TimeWise that will increase your skin's softness by 30% in 2 weeks and will reduce the fine lines and wrinkles by 99% in 8 weeks. Isn't that wonderful?! It is a cleanser, mask, and freshener all in one. Couldn't you get excited about that?

If she says Yes to having used Mary Kay I would ask how long ago and if she currently uses. If it has been a while, use the dialogue above after (NO).

(Name), what color clothing do you enjoy wearing? Great, make sure to wear one of your favorite colors to Rita's Skin Care Class so I can coordinate a glamour look to go along with what you are wearing.

One last thing, I wanted to let you know I do give on the spot delivery so anything you might decide to purchase you can take home with you. (Smile) Now, you don't have to buy a thing, but you'll love it all so much you'll want everything. And, with that in mind most people like to know that we accept cash, check, Mastercard, Visa, Discover, and we have a payment plan. Doesn't that sound great? (Name), do you have any other concerns with your skin that you'd like for me to focus on for you?

Great, well I look forward to seeing you on Sunday @ (time)!

Lisa Madson's Booking Scripts from a Class

Southern Maryland's 1st Million Dollar Unit!

"Did you have a good time today?"

"How does your skin feel?"

"What part of the basic skin care/Tinewise/Miracle Set did you like the best?"

"Is there any reason why you wouldn't like to share your check up facial with a couple of friends? I think we'd have a ball!"

"At every class I always select a few people I'd most like to have as future hostesses and I've selected you."

(If she doesn't buy a basic): "I have a question for you... If you could have the basic skin care for little or no money would you use it?"

"I have a really neat way you can earn it or a portion of it and I'd love to tell you about it with your permission."

If she buys the basic, says she's too busy, or some other objection reply... "Let me tell you how I handle my check up facials.. you can choose to share with a couple of friends and I come to you at your convenience. If you choose not to share with a couple of friends I do check up facials in Waldorf on Monday nights. Which would be better for you?"

Lisa Madson started with 12 bookings and held 102 classes her first year!

YOU CAN TOO !!!!



Get Leads EASILY!

Thanks to Director Debra Bishop for this idea:

I gave a client of mine three of my business cards. If she gives these out and 1 person calls me I will give her a 10% discount on her next purchase.

If 2 people call me she will get a 20% discount; however, if all three people call me back within 30 days then she will get a 50% discount.

I think that this will be a great incentive program. The best part of it is that it has very little expense to me, and she is going to search out people that are willing to make contact and set up something with me. She only has three chances- she is going to try to make them count- she will FIND good potentials.

Now put your math skills to work....

10 customers completing this challenge = 30 new reliable leads

New Neighbor Letter

Dear Ms. _____,

Congratulations on your new home!



I am an Independent Maryland Beauty Consultant in the area and I would LOVE to pamper you! If you call within the next 30 days, I will have a free lipstick of your choice for you just for giving me your opinion of our products. Please enjoy this hand cream!

How to find business when you know no one!

The following is from Sandee Slouha,

The first thing I did was let my daughters teachers know that I sold Mary Kay and if they needed anything I was more than happy to help. The next thing I did was ask my director for a director in the Jacksonville area then I made a promise to myself that I would never miss a meeting, then I wanted to meet people and get to know the area so I have done the following and so far so good:

1. Went to a coffee shop and began talking to the girls that work behind the counter (I have 20 new customers from there and the list grows..... go at east 3 times a week and be nice and friendly and just warm chatter and show that you like them and that hey you enjoy their company) once you have some what of and established repore give them samples and ask them for leads.... In the month of December I made 600.00 in one week from the coffee shop.

2. I did this with all my samples and it has helped me get 5 new customers.... I went to Publix, our local grocery store and I went back to the Deli and asked the manger how many ladies worked there,, then I went home and made little 17 bags and filled them with all the neutral sample I had. Then I went back and said that this was a little token of my appreciation for all the hard work they did and guess what I now have 5 ladies there that are new customers and I have them booked for classes.

3. Go to different clothing stores and ask if you can spend a Saturday giving samples.... most places will say yes. The only thing you get from their customers is their names and then you call and follow up and get sales. I did this and I have 10 new customers plus the girls that work in the store.....

4. Find community groups that meet once a week or month... like the Garden club, Mommy and me groups, Mothers that works at home group... (better yet start your own group in that aspect).

5. We all have invested in Tupperware and Pampered Chef... Talk to their consultants and see if you can do some customer trading.... you would be surprised.

6. Go to the mall and walk with some goodies in a purse and hand them out to prospective clients,,,, remember get name and number.

7. Any craft fairs that are around go and meet the people there...the beach... restaurants any-thing that you know you may want to meet people...

8. Hospital I also found some new customers and all I did was give Satin Hands treatment to the cancer patient. I go in and I tell them that my grandfather passed away from cancer in 1994 and that this is my way of touching a life and making them feel better..... Some days I get 3 ladies other days none ... you just have to go with the flow.

Remember the worst they can say is NO...but you know no just means not now, and if you go to a place of business you don't need to get there number immediately because you know you can always come back to that business and find them.

Don't get discouraged, I know it is hard but if you must have your pity party do it quickly and then sit and think HOW CAN I RE BUILD WHAT JUST CRUMBLED.... We all fail but the ones that fail and rebuild are now the red jackets, directors and National Sales directors..... and they way I look at it.... I have planted seeds all over and I will keep planting one day they will bloom. My business right now is a tight rose bud..... and I am it and taking care of it and one day it is just going to BLOOM... Like a real rose does.

Take Care
Faith in God and believe in yourself

GLORIA'S FORMULA

Can't You Get Excited About Your Business & Make Some Changes

If You Know You Couldn't Fail?

Sr. NSD Gloria Mayfield Banks has the formula for Success...

Gloria has been using this formula and in 18 months three women have debuted as National Sales Directors! WOW! This is a company record!!!

IT IS THE FORMULA FOR YOU AT ALL LEVELS....

Part-time consultant building customer & team

Full-time consultant building to Directorship

Director building to Cadillac and NSD

5 **Mandatory** things to be a DIQ...DIRECTOR...CADILLAC DIRECTOR & NSD

1. **HAND OUT 5 CARDS A DAY!** Use this dialogue...

"My Director requires that I hand out 5 cards a day! Would you like one with or without a sample? I also have some with a \$5 (\$10) coupon... but we need to book a time to get together NOW."

2. **BOOK 2 EVERY DAY!** Skin Care Classes or any other classes

3. **INTERVIEW 3 PEOPLE EVERY WEEK!**

4. **HAVE \$600 WEEKLY SALES** backed up with \$1200 wholesale monthly.

5. **E-MAIL OR BRING YOUR WEEKLY ACCOMPLISHMENT SHEET.** (each week.)

FACTS TO PONDER AND DIGEST ...

Complete # 1 - 5 cards a day, 7 days a week = 1,820 leads a year.

Results - Only book 1 out of 4 = 455 bookings

Sell 1 out of 10 = 183 new customers

Complete # 2 - 730 Bookings a year (1 in 4 hold)

183 x 5 people = 915 new customers

Buy 1 basic = \$47,580

By Machine Set = \$93,300

Complete # 3 - 156 Interviews - 1 out of 4 recruits = 39 New Recruits

TRAIN THEM TO DO THE SAME!