

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 adults 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 "Color ID" 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 showcase 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.

At her 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, " _____ I tell you what go ahead and get what it is you want today and I will hold your check or MC/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 showcase 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 showcase is valued at almost \$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 showcase 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 *loosing* a customer, however if you put their needs first and think how you can benefit then she will WIN and so WILL YOU!