

Booking from Entry Forms

When they pick up the phone...

Hi _____, my name is _____, and I'm calling from the Executive Team of ____ (name of expo) ____ and Mary Kay. You entered our drawing for one of our (40*) Pampering Packages at ____ (place)____, and I'm excited to tell you that you were gifted with one of them!

What it includes is a Hand Treatment, Lip Treatment, Skin Care Treatment and we end with a simple Mineral Powder Makeover. You get to include up to 5 of your friends, if you like. They each get all the treatments as well, and then you will be treated to an additional color gift and a product of your choice from our store at ½ price. It doesn't cost anyone anything. We put this together for you and your friends to relax, be pampered and have fun experiencing our products!

We can do it one of 3 places: We have a studio in San Marcos, Mission Valley, or (*if you have at least 3 women join you*) we can come to YOU at your convenience. What would work best for you?

(Then book)

** This optional part of the script will depend on whether you want the facial no matter what. If you are really booked us this part of the script but if you need appointments, book her so that you can start building to a full calendar.*

Answering Machine-

Hi _____, my name is _____, and I'm calling from the Executive Team of ____ (name of expo) ____ and Mary Kay. You entered our drawing for one of our (40*) Pampering Packages, and I'm excited to tell you that you were gifted with one of them! Give me a call back at _____. If you get my voicemail, please leave me the best time and number at which I can reach you. My number again is _____.

Working with Old Leads from the Drawing-

Hi _____, my name is _____, and I'm calling from the Executive Team of ____ (name of expo) ____ and Mary Kay. You entered our drawing for one of our (40*) Pampering Packages a while ago. You were gifted with one of them but we realized that you hadn't ever collected on it...

(Continue with appropriate script for either answering machine or in person.)

Answering Machine: Do give me a call back at _____. If you get my voicemail, please leave me the best time and number at which I can reach you. My number again is _____.

In person: What it includes is.....

Booking from “Registered Brides” List (People you did not meet at the event)

When they pick up the phone...

Hi _____, my name is _____, and I'm calling from the Executive Team of the Bridal Bazaar and Mary Kay. I get to call and congratulate you! We have given away (40*) Pampering Sessions to the ladies who registered at the Bridal Bazaar as a gift of appreciation and a thank you, and you were gifted with one of them.

What it includes is a Hand Treatment, Lip Treatment, Skin Care Treatment and we end with a simple Mineral Powder Makeover. You get to include up to 5 of your friends, if you like. They each get all the treatments as well, and then you will be treated to an additional color gift and a product of your choice from our store at ½ price. It doesn't cost anyone anything. We put this together for you and your friends to relax, be pampered and have fun experiencing our products!

We can do it one of 3 places: We have a studio in San Marcos, Mission Valley, or (**if you have at least 3 women join you**) we can come to YOU at your convenience. What would work best for you?

(Then book)

** This optional part of the script will depend on whether you want the facial no matter what. If you are really booked us this part of the script but if you need appointments, book her so that you can start building to a full calendar.*

Answering Machine-

Hi _____, my name is _____, and I'm calling from the Executive Team of the Bridal Bazaar and Mary Kay. I get to call and congratulate you! We have given away (40*) Pampering Sessions to the ladies who registered at the Bridal Bazaar, and you were gifted with one of them. Give me a call back at _____. If you get my voicemail, please leave me the best time and number at which I can reach you. My number again is _____.

Working with Old Leads from a List- (People you never met in person)

Hi _____, my name is _____, and I'm calling from the Executive Team of the Bridal Bazaar and Mary Kay. We gave away (40*) Pampering Sessions to the ladies who registered at the Bridal Bazaar back in ___(date of expo)___ and you were gifted with one of them, but we realized that you hadn't ever collected on it...

(Continue with appropriate script for either answering machine or in person.)

Answering Machine: Give me a call back at _____. If you get my voicemail, please leave me the best time and number at which I can reach you. My number again is _____.

In person: What it includes is.....

Email Script for Entries into the draw

(Copy this and past it into an email. Be sure to change the name of the Expo in the first sentence, accordingly.)

Hi,

I'm with the Executive Team of the Health Expo and Mary Kay. You entered our drawing for one of the 40 Pampering Packages we were giving away and I'm excited to tell you that you were gifted with one of them!

What it includes is a Hand Treatment, Lip Treatment, Skin Care Treatment and we end with a simple Mineral Powder Makeover. You get to include up to 5 of your friends, if you like. They each get all the treatments as well, and then you will be treated to an additional color gift and a product of your choice from our store at ½ price. It doesn't cost anyone anything. We do have a full store of products available at the appointment but, of course, no one is under any obligation to purchase. We put this together for you and your friends to relax, be pampered and have fun experiencing our products!

We can do it one of 3 places: We have a studio in Mission Valley, a studio in San Marcos, or *if you have at least 3 women join you* we can come to you during the week. Let me know which location would work best for you and I'll get back to you with available times.

Have a great day. I look forward to connecting with you.

Email Script for Brides from the list received after the show.

Hi,

I'm with the Executive Team of the Bridal Bazaar and Mary Kay. I get to congratulate you. We have given away 40 Pampering Packages to the ladies who registered at the Bridal Bazaar as a gift of appreciation and a thank you. You were gifted with one of them!

What it includes is a Hand Treatment, Lip Treatment, Skin Care Treatment and we end with a simple Mineral Powder Makeover. You get to include up to 5 of your friends, if you like. They each get all the treatments as well, and then you will be treated to an additional color gift and a product of your choice from our store at ½ price. It doesn't cost anyone anything. We do have a full store of products available at the appointment but, of course, no one is under any obligation to purchase. We put this together for you and your friends to relax, be pampered and have fun experiencing our products!

We can do it one of 3 places: We have a studio in Mission Valley, a studio in San Marcos, or *if you have at least 3 women join you* we can come to you during the week. Let me know which location would work best for you and I'll get back to you with available times.

Have a great day. I look forward to connecting with you.