

21 DAY CHALLENGE SCRIPTS: REVISED by Anita Baird

Scripts for Referrals:

Script #1 - Day 1

Hi _____! This is Anita with Mary Kay. Your friend _____ reserved a gift card, that includes a

facial, just for you! She thought you were overworked & under-pampered!
of her! Should I text or call you with details?



Wasn't that sweet

PS- I'm sending you a photo of us so you know that I'm a real person! Lol

Script #2 - Day 4

Hi _____! It's Anita w/Mary Kay. Just wanted to follow-up to see if you were interested in the details of your pampering package from _____. It's totally fine if you aren't interested. I just always like to double check bc I know how easy it is for texts to get buried haha! Hope you're having a good week!

Or if highlighted in Blue after you have sent details:

Hi _____! It's Anita w/Mary Kay. Just wanted to follow-up to see if you were interested in your pampering package from _____. It's totally fine if you aren't interested. I just always like to double check bc I know how easy it is for texts to get buried haha! Hope you're having a good week!

Script #3 - Day 7

Hi _____! Totally don't want to bother you, but just wanted to see if you wanted to take advantage of your Mary Kay pampering package from _____? If not, no worries! Just let me know so I can select another winner. Have a wonderful week & thanks for getting back to me either way!

Script #3 - Day 7 - Modified:

Hi ---! Totally don't want to bother you, but just wanted to see if you wanted to take advantage of your Mary Kay pampering package from ____? I don't want you to worry about missing out because of your schedule... I can easily work around it. Have a wonderful week & thanks for getting back to me



either way!

Script # 4 - Day 11

Hi _____! This is Anita with Mary Kay checking in one last time. Please call or text me today. If I don't hear back from you, I will assume you're super busy right now and I will follow up in a few months :)

GLAMOUR APPOINTMENT

Hi Stephanie! It's Anita w/Mary Kay. Just wanted to follow-up to see if you were interested in the glamour portion of your pampering package from Tiffany? It's totally fine if you aren't interested. I just

always like to double check and remind you bc I know how easy it is for time to slip by! Hope you have a good week!

Follow-Up after a couple weeks:

Hi _____! It's Anita with Mary Kay. Just wanted to see if your busy schedule cleared up so we can see about scheduling your pampering session you received from _____? It takes about an hour and



I'm sure you could really use the pampering.

Referral Response:

DETAILS/ PACKAGE INCLUDES:

Ok! I'm so excited for you! The pampering session ____ reserved for you includes an anti-aging facial,

a charcoal mask treatment, a Satin lips & a Satin Hands Treatment. Isn't she a sweetheart. What times/days work best for you? Weekdays or evening? (It takes about an hour).



Maybe add: and I have 3 locations

Or -

Ok! I'm so excited for you! Your complimentary package includes our best selling Anti-aging Skincare System paired with lips and hand treatments and quick dash out the door look! Plus, you'll get a gift card to use at the time of your appointment. Where are you located and we can compare calendars?

Awesome! Would you prefer this week or next week? Morning or afternoon appointment?

I have Saturday morning at 10am and Wednesday evening available in Troy... Or Monday evening in O'Fallon. Would either of those work for you?

QUESTIONS TO ASK AFTER CONFIRMING APPOINTMENT

ADDRESSES:

Ok great, I have you down. The address is: [300 Ackerman Place, Troy, IL](#)... right behind the Dollar General.

Ok great, I have you down. The address is: [224 Keeneland Ct, Collinsville, IL](#)

Ok great, I have you down. The address is: [3 Eagle Center, Suite 6, O'Fallon, IL](#)

SHARE APPOINTMENT (Charcoal):

I'm really looking forward to seeing you on Tuesday, April 3 @ 6:30pm. We are going to have so much fun!!! Is there anyone you would like to share your appointment with? (You get a special gift for



bringing a friend and a Free full size Charcoal Mask if 2+ friends join you).

Does it cost: No ma'am... but the more friends you bring the more bonuses you get! You can bring



up to 5 friends!

SHARE APPOINTMENT (Just a Gift):

I'm really looking forward to seeing you on Monday, March 5 @ 6:30pm. We are going to have so much fun!!! Is there anyone you would like to share your appointment with? We have room for 2 more! (Plus you get a special gift for bringing a friend).

Does it cost: No ma'am... but the more friends you bring the more bonuses you get! You can bring



up to 5 friends!

IF THEY WILL BE SHARING THEIR APPOINTMENT:

Ok great! You can have up to 5 friends join you. All guest must be at least 18 yrs old and not have a MK Consultant. I will just need their name and phone number and I will contact your ladies a few days prior, to ask them questions about their skin so I can be prepared.

Alternative for sharing appt:

Most people love doing this experience with a few girlfriends and you can get a full size charcoal mask if you have 2+ friends join you – so you can totally have up to 5 people join you as long as they're over 18 and not with another consultant already. Is this something you would like to take advantage of?

Great. I will touch base with you Sunday for a guest list. Can I get your address so I can drop off a packet for you? Have a great week!

OVER COMING OBJECTIONS:

OUT OF STATE:

Well, I don't want you to be left out though. Is there any reason why I couldn't mail you a "Facial in a Bag"? I would love to pamper you from Illinois and I'd love to know how great your face feels after!

TOO BUSY:

I'm so sorry to hear that. I totally understand though. We woman never have time for anything fun



, but wouldn't you agree we all could use some pampering? ☐☐

How about we schedule out 2 to 3 weeks, ~ **OR** ~ or I can put you on my call back list to check back

with you in a couple months? I would hate for you to miss this gift  ... it's a \$200

value. 

I'm so sorry to hear that. I totally understand though. Wouldn't you agree... women are so

overworked!  Sounds like you could definitely use the pampering.  My schedule fills up super fast. Would you like to go ahead & set a date so I can be sure you will have a spot? We can

change the date if you need to later. I would hate for you to miss out on your gift  ... it's a

\$200 value. 

NOT INTERESTED AT THIS TIME:

If they haven't asked for details-

Sarah is such a sweetheart!  She was thinking of you and how hard working you are. Would

you like to hear what the package includes before deciding? It's a \$200 value. 

If they heard the details:

Thank you for getting back to me, I really appreciate it. I can put you on my call back list to check back with you in a couple months if you are too busy? I would hate for you to miss this gift... it's a \$200 value.

HAS A MK CONSULTANT:

Thank you for getting back to me! I'm so glad to hear you use MK... Please contact your consultant

and I'm sure she will honor this pampering session. Have a great day! 

USES BRAND "X":

I've heard that's a good skin care line... I would love to get your opinion of Mary Kay... Other than being super busy, which I can work with, Is there any reason why I couldn't entice you to give me your



opinion on ours? I promise to make it worth your while. No obligation, just your opinion.

Awesome! I love to hear when women are taking care of their skin. I'm not familiar with Jordan Essentials. Is there any reason why I couldn't get your opinion on how Mary Kay compares? I promise to make it worth your while & it only takes about an hour. No obligation to purchase anything!

ALLERGIC

Oh no, I'm so sorry to hear that. How long ago did you use it? What happened when you used MK?

If sensitivity:

I totally understand how you feel, I myself have very sensitive skin and I have to be careful what I use. Would you mind trying a different MK line for more sensitive skin? I would definitely make it worth your while with a free gift just for trying it out. Plus, I would love your opinion since you have sensitive skin as well.

If before May 2018:

MK just came out with a new line. I would love for you to try it.

USES ONLY NATURAL PRODUCTS:

Thanks for responding... I completely understand! We actually have a Botanical line. Would you like to use those products to take advantage of your pampering session from _____?

NOT INTERESTED:

If not interested - Who do you Know:

That's ok. Thank you for getting back to me. Is there someone you would like to give the pampering

session to? (Someone over worked & under pampered).



I'd hate for it to go to waste. It's a

\$200 value.



NOT INTERESTED - If told to select someone else:

Thank you so much for getting back to me. I really do appreciate it. Is there someone you would like to gift it to before I select someone else? It's a \$200 value.

NO THANK YOU - without \$200 value:

Ok. Thank you for your time.  If you change your mind or think of someone you would like to give it to, please let me know. Have a wonderful day!  

NO THANK YOU - without who do you know - mentioning \$200 value

Ok. Thank you for your time.  If you change your mind please let me know. The pampering session is a \$200 value.  Have a wonderful day! 

WRONG NUMBER:

I'm so sorry to bother you. Thank you so much for letting me know. Have a good evening!

RUDE PEOPLE

I'm so sorry _____, didn't mean to offend you. Thank you for responding and for your time. Have a wonderful day. 