

Booking Dialogue – New Products

Hi, Suzy. This is Sheryl calling. How are you? Happy Holidays! (Chat for a second). You know what, I wanted to call you real quick because I was going through some of my reports from this past year and I wanted to do something very very special for all of my customers who purchased \$100 or more from me. Did you realize that you purchased \$ ____ in MK this last year. (They laugh or say, you're kidding!) Because you are such a great customer, I would love to thank you and ask for your opinion!! We are launching a brand new mineral powder foundation and a new line of lipsticks and I need to get the opinion of 30 women in the month of January and turn my results into my director. I would love to treat you to a New Year's Makeover and get your opinion of our new products!! ☺ Does that sound fun? Here's the really great part ... any of my customers who want to share their New Year's Makeover with 3 adult women who don't have a Mary Kay consultant are going to get \$75 in free product from me AND you will get 15% off all your reorders for the entire year of 2008.

Pause – and wait for a either a response or a long pause.

Yeah – it's just for having a makeover and sharing it with 3 fun friends and giving me your honest opinion of our new products. Let's get down a date and time because I only have a few dates left. All of my customers who qualified for this special are very excited about getting their free product and year long discount. (Book the date and time by offering a couple options.)

How about if I call you back on _____ at _____ and I can get the names, addresses and phone numbers of your friends. I will send them a quick reminder note in the mail and give them a call to ask them a couple questions about their skin and colors so I can be more prepared and do a great job for them too. Your friends will also get a free gift from me for giving their opinion of our new products; but you will be getting \$75 in product and 15% off your reorders all year long!

If you don't have a customer base to do this with, you can say “My director gave me permission to run this incredible special with only 10 (or whatever number you want) of my favorite people.”