

1

Booking Dialogue

IN PERSON OR ON THE PHONE

How to book a skin care party:

“How would you like to host a get-together with your girlfriends? I think the skin care party would be perfect. It lasts about an hour, and you can earn the Mary Kay® products of your choice. By hosting a party, you would be helping me get my business off to a great start! What’s the best day for you, Friday or Saturday?”

2

Booking Dialogue

IN PERSON OR ON THE PHONE

How to book a color party:

“I’m so excited about the incredible collection of color products Mary Kay offers. I would love to get together to share the latest color trends and application tips. And if a few of your girlfriends want to join us to play with color, we could have a girls’ night out! Does either Tuesday or Thursday next week work for you?”

3

Booking Dialogue

WITH A CUSTOMER OR OUT AND ABOUT

How to book by asking for referrals:

“My goal this week is to offer a facial to five people who have never experienced Mary Kay® products. I’m thinking you know someone who would really enjoy a complimentary facial. If you give me her name and number, I’d be happy to give her a special gift on your behalf.”

4

Booking Dialogue

OUT AND ABOUT

How to book by offering a sampler:

“Hi, I’m a Mary Kay Independent Beauty Consultant, and I’d love to get your opinion of this product. Here’s a free sample for you. All you have to do is try it and then I will call in a few days to see what you think. What’s the best way to get in touch with you – phone, text or email?”
