

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 Boutique, 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.....