

POWER START SCRIPT

Hi _____,

This is _____ calling. Do you have a quick minute? Great! Let me tell you why I'm calling. I've recently been selected to participate in an advanced training course with my Mary Kay business and I'm so excited & honored!

Now, in order to complete my training, my Director has asked that I hold 8 shows in the next 2 weeks of business, which will begin_____. I'm looking for women who care about how they look and whose opinion I value, and you know _____, I immediately thought of YOU!

**Is there any reason why you couldn't assist me in completing my training by getting together for a quick facial and makeover and sharing it with a few friends or family? I'd really value your opinion!*

Which would be better for you, the beginning or the end of the week? Afternoon or evening? 7:00 or 7:30? Great!

*This script is designed to get the booking! Please use it
word for word.*

** This line is THE MOST IMPORTANT IN THE SCRIPT! Once you have said "I'd really value your opinion" be silent until she speaks!*