

## **Birthday Script from Lisa Madson's Top Director:**

**"Is \_\_\_\_\_ there? Hi \_\_\_\_\_ my name is \_\_\_\_\_ and I am with Mary Kay Cosmetics. I work with women in the area who are celebrating birthdays during the month and would love to pamper you just for your birthday AND give you a gift certificate to be used at the time of your pampering session. Tell me \_\_\_\_\_ are you familiar with the latest in Mary Kay products?"**

**(Find out if they already have a consultant. If they do then say, "Thank you so much for your loyalty to your consultant. If you give her a call I am sure she will offer you a special gift just for your birthday if she hasn't already.")**

**(If she wants to know how you got her name, say "I work with a birthday service company and it has allowed me to meet so many nice women in your area. So thank you for taking my call!").**

**If she doesn't have a consultant, "I can pamper you on a weekday or weekend, which would work better for you? Get the appointment in your datebook.**

**If she really sounds excited then I do offer if she would like to share her pampering with friends and family, I will offer her \$75 in product for \$35 for 2-3 women; \$75 in product for \$25 with 4-5 women; or \$75 FREE with 6 or more women.**

**I found out how she would like to get me her guest list so I can help her in inviting everyone.**

**\_\_\_ So if you'll grab a piece of paper and a pen, I'm going to give you a couple of instructions to get your ready for your pampering session.**

**\_\_\_ First, go ahead and write down our pampering session, again I have you scheduled for \_\_\_\_\_ at \_\_\_\_\_. Also, my name is Kelly and my phone number is:**

**\_\_\_ Now I'll send all of this info to you via mail with your gift certificate and directions to where you are coming. What's the correct mailing address that you would like me to send it to?**

\_\_\_ Now let me tell you, I've arranged for you to have up to 5 girlfriends come and be pampered alongside of you for FREE because I know as women, we don't ever like to go anywhere by ourselves. We're always saying, please come with me! 😊

This appt. is for your birthday party, your mom, your friends and your family. I also have a special present for each guest that attends! Wouldn't it be great to have a pre-birthday pampering party for free with your friends and family?

\_\_\_ Now it's always easier and faster for me to get your confirmed guest count ahead of time so I can be ready for your pampering session. Would tomorrow or Tuesday (within 24-48 hrs.) work better to get your guest count from you?

\_\_\_ I do something special and that is if you call me before I call you on \_\_\_\_\_ with your confirmed guest count, I have a special present waiting for you at your pampering session!

\_\_\_ Would you say that your skin is normal to dry or oily to combination? Have you ever tried anything with MK before?

\_\_\_ Also, \_\_\_\_\_, because it does take a lot of set up time to get ready for your pampering session, I ask that if you need to reschedule with me, that you at least give me 72 hours advance notice, ok?

\_\_\_ Great!! I will send you out an appointment letter today and I then I've got you down to touch base on \_\_\_\_\_ to get your guest count from you.