

*Be prepared with the following before you call:*

*Your date book marked with when you can do facials & parties*

*Run around the room or do jumping jacks to make you sound excited when you get on the phone.*

*Remember to smile when you call, they can feel your smile thru the phone!*

*"Hello! My name is \_\_\_\_\_ and I met you yesterday at the parent appreciation event at (name of Daycare). Do you have a minute? Great! I am calling to let you know that you were selected as one of the moms to receive a complimentary make over with Mary Kay, isn't that exciting??? (let her respond) When is a good time for us to get together, a weekend or a weeknight? (when she chooses, you will then say) Great! Can you do \_\_\_\_\_ (give her a suggestion of day such as "this Wednesday at 7pm" ) or is \_\_\_\_\_ better for you? (another suggestion)*

*(Once she chooses) Great! This is going to be so much fun and it is always more fun with more people! Who do you know that would also love a free pampering session? Go ahead and let them know when we are getting together and if you have a couple of girlfriends there you will receive free product! Isn't that exciting? (let her respond again).*

*One more thing \_\_\_\_\_ (use her name), when you hold your appointment on the date scheduled, you will receive a free lipgloss! And so let's make sure you can hold it on that date. But just in case there is an emergency, I am going to text message you when we get off the phone so that you have my cell phone number. This text will also be confirming everything we just talked about. Thank you so much and I will see you on \_\_\_\_\_ at \_\_\_\_\_."*

*This script works like a charm and you will want to text message them right when you get off the phone and say something like:*

*"Hello \_\_\_\_\_, this is \_\_\_\_\_ with Mary Kay! I can't wait to see you on \_\_\_\_\_ at \_\_\_\_\_. And if you have a few friends there you will receive free product. Also, remember that you will receive a free lipgloss when you hold the appt on the date scheduled. See you then!"*