

Hey there! I have updated the bridal script that I would use if I were calling the bridal leads.

"Hello! Is _____(her name) there? This is _____(your name) with Mary Kay! Do you have a quick minute? I am a preferred make up specialist with Premiere Bride and you were selected this month to receive a complimentary pampering package from Mary Kay for you and up to 5 of your best girlfriends to help you prepare for your wedding! Isn't that exciting? (let her respond)

This complimentary pampering package includes a skincare facial, a satin hands & satin lips treatment, a light color look and makes you eligible to receive an advanced color look as you get closer to your wedding day.

So, when is good for us to get together a weekend or a weeknight? (when she chooses, you will then say) Great! Is this week or next week better? (let her respond)

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 as I mentioned you are able to bring up to 5 of your best girlfriends or family members with you. Who do you know that would also like to be a part of the pampering package? (let her respond)

One more thing _____(use her name), when you hold your appointment on the date scheduled, you will receive a free lipgloss plus you will receive FREE product when you have at least 2 people join you over the age of 18 yrs! And so let's make sure you can hold it on that date. 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!"

Text Message Script!

Hello! Is _____(your name) with Mary Kay! You were selected this month from Premiere Bride to receive a complimentary pampering package for you and up to 5 of your best girlfriends to help you prepare for your wedding! Isn't that exciting?

Text back "YES" If you want to claim your complimentary bridal pampering package

(Wait for her response and when she responds "yes", you can say the following via text)

So, when is good for us to get together a weekend or a weeknight? (when she chooses, you will then say) Great! Is this week or next week better? (let her respond)

Can you do _____(give her a suggestion of day such as "this Wednesday at 7pm") or is _____better for you? (another suggestion).

Once you book her, you will text "Guess what?? When you have 5 people join you over the age of 18 yrs AND you hold the appointment on the date scheduled, you will receive \$100 in FREE product!!! Text back names & numbers of anyone you would like to invite and you will receive a free eyeshadow.(let her respond)

And even if no one else comes, you will still receive a FREE lipgloss for holding the appt on the date scheduled!"