

Dialogue for calling Brides:

May I speak to _____. Hi _____ this is _____ with Mary Kay. Do you have a quick minute? Great! Am I correct that you are an upcoming Bride? Congratulations. I received your name from _____, and I would love the opportunity to show you what I can do to make you and your wedding party look fabulous for your “Big Day” and your Wedding Portraits. I am scheduling 30 minute consultation sessions for the next 2 weeks to show you what I can do. Could you possibly find the time to allow me to show you some fun things? Great! You are entitled to a Free Facial and Makeover. Would you like to take advantage of that at that time? Great! It will only take about 30-45 minutes extra and you will feel very pampered. When's better for you daytime or evening? Weekday or Weekend? How about _____(Sat) or _____(Sun)? _____(1:00) or _____(2:00) Great!, I can't wait to see you on _____. Thank you, and can't wait to meet you!

(Consultants: These 30-minute consultation sessions are to “sell” the Bride on you and your wedding service. It’s a big help in “selling” the Bride on the concept of getting her bridal party in Color Harmony for that Big Day and her lifetime Portraits. You build a relationship!)