

# Sample Scripts for Bringing Guests to Meetings

## "QUICK ON MY FEET"

### ❖ YOUR CUSTOMER CALLS ON THE PHONE AND ORDERS, OR YOU CALL FOR A REORDER

*upsell order, and then say*

You know \_\_\_\_\_, we just introduced a revolutionary product for younger-looking skin (*or spring colors*) and we're looking for models to try them out and give their opinion on this \_\_\_ night at our meeting.

Every model will receive a free gift just for coming. I'd love to have you join me. It'll be so much fun. Can you make it?

**"Oh, I can't make it on this Tuesday"**

No problem, we need models next week, too, would that work for you? (*Use whatever is coming next.*)

**"Sounds like fun, I'll be there."**

Great! I'll make a reservation for you. How about if I pick you up at 6:30? We're looking for lots of models...do you have a friend who might enjoy getting a free facial and makeover...If something comes up, please call me by \_\_\_\_\_ so I can find a replacement model. My phone number is...

### ❖ INVITING GUESTS YOU MEET CONVERSATIONALLY

Excuse me, you look \_\_\_\_\_. I own my own business with Mary Kay Cosmetics (*hand her your business card*). We just launched a brand new product line and we're looking for models to give their opinion of it. You look like you would be a great model. There will be a free gift for you just for participating. Our program is \_\_\_night at \_\_\_\_\_pm at our (location). Does that sound like something you would like to participate in?

**If she says 'yes'**

*Give her the invitation and say*

Sometimes it's more fun to have a friend come with you, can you think of someone you would like to invite? *Either way, say* 'Great,' I'll make a reservation for you. Let me take your name and number so I can follow up. *Give her a sample lipstick as a holdover gift.* If something comes up, you have my number, please call me by (day before).

*Call to confirm the day prior.*

❖ AFTER A FACIAL OR SKIN CARE CLASS

You seem to really enjoy the product, I would love for you to be a model on Tuesday night so you can give your opinion of some brand new product we're coming out with. You'll receive a free gift just for coming! Can I make a reservation for you? Do you have a friend who might want to come, too?

*Give her an invitation. Tell her*

I need at least 4 models, if something comes up, please call me by Monday so I can fill in if I need to. My phone number is right here...

*If she says*

“\_\_\_ are bad for me.”

*Say*

How about if I bring the new products to you and get your opinion. Would \_\_\_ or \_\_\_ be better for you?

*Set her up based on when you think you'll have the timewise product*

❖ SCRIPT FOR RECRUITING ON TUESDAY NIGHT

You are so \_\_\_\_ . Is Mary Kay a business you might consider for yourself part-time? It may or may not be for you, but I'd love to get together with you and tell you about it. Would you be available Tuesday evening, or would lunch hour be better for you?

*Book her.*

**If date is good:**

Great, I can get your opinion of some of our new products **and** you get to check out the business opportunity and see how it works in other women's lives at the same time. You'll probably have questions after Tuesday night. How about scheduling some time on Wednesday to get together. Would lunch time work? Great! I'll pick you up at 6:30. We'll call it a 'girl's night out.'

*If she can't make in on Tuesday night, you still have her booked for Wednesday*