

Valentine's Day Selling Scripts

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Current Customers:

"Hi, _____, it's _____ your Independent Mary Kay Beauty Consultant. I'm playing Cupid today and wanted to call you to let you know about some special and very sweet gifts I have for Valentine's Day. I have all price ranges for almost everyone on your list from sweethearts to daughters, moms and best friends. I'm happy to gift wrap and deliver and make your life easier. Do you have someone on your Valentine's Day gift list that I can help you with? Listen, ask price ranges, make suggestions. By the way, _____, I'd also be happy to contact your sweetie and let him know what would make you smile. If you have something in mind, you can let me know and I'll give him a call. Or, you can go to my web site and shop, shop, shop and then tell the computer that you will be contacting me for payment choices and that will be my cue that's your wish list." *If she's interested in you contacting her husband/boyfriend, get his number and best time to call.*

Calling Husbands/Significant Others:

"Hi, _____, this is _____ and I am _____'s Independent Mary Kay Beauty Consultant. With Valentine's Day right around the corner I thought you might like to know about some special Mary Kay products that _____ loves (or has been wanting). If you are needing something special for _____ for Valentine's Day I wanted to offer you my special gift service. Because _____ is one of my preferred customers, you would automatically receive a 10% discount. I have all price ranges. I also offer gift wrapping and delivery. Tell me _____, may I help you with a Valentine's Day gift for _____?"

If he has already decided on something else...Say, "Oh, that's great. Well how about a small, romantic pillow gift?" You can then go on to tell him that this is a gift he would put on her pillow on Feb. 14th...very romantic!

Preferred Customers:

In addition to the above script for Current Customers, you might also want to give her a \$10.00 Gift Certificate which she can use on this order or any future orders. This is your way of letting her know you appreciate her and want to give her a Valentine special gift.