



READY, SET, GO!

1. Start with an 'UP' Attitude. Focus on Success!
2. Have a breathless, controlled excitement when you speak. (If needed, run up and down the stairs or in place to get your heart rate up.)
3. Make lists of Customers, Contacts and Referrals.
4. Have a Mirror in front of you.
5. Smile! It will come through in your voice.
6. Begin!



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1. Greet: "Hi \_\_\_\_\_, this is \_\_\_\_\_, with Mary Kay-- do you have a quick second?" Or "Did I catch at a good time?" If not, ask when you can call back.

2 "It's National Customer Appreciation week & I am calling to say thank you for being a great customer."

3. "Of course, I have a couple of specials for you." Have a sales or gift with purchase offer.

4. To jog their memory: "How are your \_\_\_\_\_doing:  
Cleanser, Moisturizer, Foundation?  
Mascara, Oil Free Remover?  
How about something fun?"

5. "How would you like to get your order for a discount or FREE?" (Book Her!)

6. Ask for Referrals--Use the Pamper Me Gift Coupon.

7. Ask for an Interview--"Is Mary Kay something you've ever thought about or would you consider? I think you'd be great because\_\_\_\_\_. I would love to tell you how we make money in Mary Kay."

8. Ask for Recruiting Referral "Who do you that would be a great Mary Kay Consultant?"

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