

Script to calling men!

Hi Jim, this is \_\_\_\_\_, (\_\_\_\_\_’s wife.....or insert how you know him here....).... I don’t know if you realize this, but I am a consultant with Mary Kay and I have a FULL STORE of products for you to check out for the holidays and I would love to help you shop! I am sure you were like \_\_\_\_\_ (my husband/father/etc...) and didn’t realize that Mary Kay has lotions, perfumes, and other gift sets too, but I want you to know that I am offering an open house at my home... Now... if you are scheduled in, you will receive free gift wrapping service from me, and the 1-1 service. Do you like free gift wrapping and having assistance picking out your gifts??? Do you do Christmas shopping for your wife, girlfriend, mother, daughter.... All of them??? J

I have four options that different type of men like....Can I tell you about them and you can see which is more your style? 1. You can come in, look and you pick out what you think your “lady in your life” would like.... 2. You just tell me about how much you want to spend, I do the shopping for you, and you don’t have to worry about it... 3. Send her a gift card with a complimentary facial/pedicure from me. 4. Give her a perfect treat with the 12 days of Christmas...this is where you give her something each day before Christmas that will fit into her Elite roll up bag on Christmas Day! This is a bag that EVERY woman wants to keep all of her necessities in... Now... Jim... I realize that we are in September... have you even thought about Christmas presents yet? When do you usually start? Wouldn’t it be easier to get it done now?

If he doesn’t want to think about it yet say....

Would you like to schedule a time closer to \_\_\_\_\_ (a date closer to when he usually starts shopping) and I can call and remind you?

\*\*\*Book his appointment or write in when he wants his gifts delivered....

\*\*\*Jim... Thank you so much for this opportunity! I am very excited and I know your wife will love the products. One last question... do you have any other buddies who might like the opportunity to get their shopping done over the phone too?