

Become a Pearl Girl!

I am so excited to help you launch your business with the Pearl Girl Program! The Pearl Girl Program is your chance to learn how to share the Mary Kay Marketing Plan. As you grow in your business, this training will help you answer questions about the business plan, should you run into customers who are interested in having their own Mary Kay business.

STEP 1! Make a list of the most incredible women you know.

STEP 2! Read through the script below a few times to practice.

STEP 3! Pick up the phone! Call them and say:

If it is a voice mail: *Hi Sue, this is Shauna. Give me a call when you get a chance! Talk to you soon!*

If she is a text / e-mail / FB girl: Send her a message saying, "Hey, call me!" If she responds, "can you text?" reply with, "It's too long to text, but it'll only take a few minutes over the phone. When can we chat?"

When you speak with her, say: *"Susie, as you know, I'm starting my training with Mary Kay and I'm just starting to learn how to share about the business side of Mary Kay. My Director and I need a real live person who can listen and ask questions so I can learn how to answer them. I know you're not really interested in doing Mary Kay, but someday I'm going to run into someone who is and I'm going to have to know how to answer her questions! I promise, though, that I will not bug you at all to do Mary Kay—I just need a guinea pig! Is there any way I can borrow you for a quick video chat for my training?"*

PAUSE AND GET THE YES!

"OK, great! Thank you so much! I really appreciate you. So we just need to find a 30 minute window that works for you. I'm going to put you on speaker so I can check out my director's calendar. Do you prefer beginning of the week or end of the week? (Continue to offer choices) I have _____ or _____, which would be better for you?"

Once you pick her time, book her into the appointment *as you are on the phone with her* so no one else reserves you spot!

MAKE IT WORTH HER WHILE: *"Just for helping me with my training I will have a FREE _____ for you / \$_____ gift certificate for you. You can use it right away or save it for your next order. Do you know which items you would like or do you want to think about it and let me know then?" Perfect! I will connect with you the day before too to give you the call info! I appreciate you so much! Thank you for helping me out with this!*

CONFIRM THE DAY BEFORE: *"Hi Susie! It's _____. I just wanted to call and say thank you so much for helping me out with my training! I appreciate you so much! I am messaging you the link for our time tomorrow and _____ and I can't wait for my director to meet you! I told her you were so _____! I also have your _____ (free item/GC) _____ ready to go for you! Cannot wait! I'll see you tomorrow at _____ and thank you so much again!"*

My Pearl Girl List: Name and Appointment Time