

Virtual World Booking Scripts

Book with a voice call if at all possible (voice-to-voice creates the best holding ratio):

Set communication up this way:

If it is a voice mail:

Hi ***, this is ****. 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, girl, I have a question for you, but it's too long to text. Could I call you? - - OK great, what's your number?"

Booking friends as a NEW consultant:

Hi ***, this is ****. Did I catch you at a good time, do you have a minute? (If she says she is busy, say, "Ok, no problem, when is a better time to reach you?" Then jot down a reminder for yourself and call her at that time.)

Continue with: Well, I'm just calling because I'm totally excited: I just started my own business with Mary Kay! (If she responds negatively, say, I know it sounds crazy, but I think it's going to be really fun.) I was just calling because part of my training is to learn how to work virtually! I need to do 30 practice faces on a virtual platform in 30 days. Just so you know, it's not really a selling appointment but more of a training appointment—I don't want you to feel like you have to buy stuff from me. I just need to learn how to do this! Is there any way I could borrow your face virtually for about 30 minutes?

PAUSE AND GET THE YES!

Then respond with: OK, GREAT! So I have virtual sessions available on (day of the week) at (time) , (day of the week) at (time) , and (day of the week) at (time) . Which one is better for you?

AWESOME! That's my FAVORITE. It's through facebook live and my Director teaches it, so I'll get the best training! She'll be doing a live tutorial on _____ plus she does fun giveaways during it! All you need to do is watch in your jammies and comment for prizes- so fun and easy! Your being on will help me out SO much!

IF YOU'RE NOT FRIENDS ALREADY ON FB: What's your name on facebook? OK, is your profile photo _____(you with a dog, etc)_____? Perfect. I am friend requesting you right now. I get a ton of notifications all the time, so I miss stuff! Can you accept it right now so I make sure I have the right person? Oh, great! There you are! OK so I will add you to the event the day before, and I'll text you the link as well so you can find it easily! Make sure you say you are "going" so you can access the event, otherwise it won't work! Sound good? Awesome. Super excited to see you then!

Booking friends as an EXPERIENCED consultant:

Hi ***, this is ****. Did I catch you at a good time, do you have a minute? (If she says she is busy, say, "Ok, no problem, when is a better time to reach you?" Then jot down a reminder for yourself and call her at that time.)

Continue with: Well, I'm just calling because I need your HELP! We've gone virtual in Mary Kay and I'm looking for some practice faces so I can figure this new thing out! Just so you know, it's not really a selling appointment but more of a training appointment—I don't want you to feel like you have to buy stuff from me. I just need to learn how to do this! Is there any way I could borrow your face virtually for about 30 minutes?

PAUSE AND GET THE YES!

Then respond with: OK, GREAT! So I have virtual beauty sessions available on _(day of the week)_ at _(time)_ , _(day of the week)_ at _(time)_ , and _(day of the week)_ at _(time)_. Which one is better for you?

AWESOME! That's my FAVORITE. It's through facebook live and my Director teaches it, so I'll get the best training! She'll be doing a live tutorial on _____ plus she does fun giveaways during it! All you need to do is watch in your jammies and comment for prizes- so fun and easy! Your being on will help me out SO much!

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Booking referrals for VIRTUAL appointments:

When you get ahold of a referral:

Hi ***, this is ****. You don't know me, but I know your friend ****! Did she tell you I'd be calling? Did I catch you at a good time? Well, I'm just calling because I'm ****'s Mary Kay consultant. And I don't know if you know anything about Mary Kay, but we've gone virtual in Mary Kay and I need to do 30 practice faces virtually so I can figure this new thing out! I'm kind of freaking out about it, because I can't borrow the same people over and over again! So I asked **** if she might know anybody who was nice - and bribeable - and might be willing to let me borrow their face - and she said I should totally call you!

Just so you know, it's not really a selling appointment but more of a training appointment—I don't want you to feel like you have to buy stuff from me. I just need to learn how to do this! But I will TOTALLY give you a gift card as a thank you for helping me out! Is there any way I could borrow your face virtually for about 30 minutes?

Then respond with: OK, GREAT! So I have virtual beauty sessions available on _(day of the week)_ at _(time)_ , _(day of the week)_ at _(time)_, and _(day of the week)_ at _(time)_. Which one is better for you?

AWESOME! That's my FAVORITE. It's through facebook live and my Director teaches it, so I'll get the best training! She'll be doing a live tutorial on _____ plus she does fun giveaways during it! All you need to do is watch in your jammies and comment for prizes- so fun and easy! Your being on will help me out SO much!

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Leaving a message for referrals:

Hi ***, this is ***! I'm sure **** told you I'd be calling – sorry I missed you! If you could call me back when you get a minute, that would be great! My number's 555-555-5555. Talk to you soon!

OR
Hi Liz, this is Shauna. I'm Susie's friend. I'm sure she told you I'd be calling. Do you want to just give me a call whenever you get a minute? My number's 555-555-5555. Thanks, and I'll talk to you soon!

Messages 1 thru 3 will be the exact same (*Remember that the name of the game is to catch people in person and it often takes multiple attempts! What you say on voice mail is largely unimportant*).

Message 4 will either be the same or it will be a text message:
Hi Liz, this is Shauna, Susie's MK lady. Right now, I am a training program and I need to do some practice faces to learn how to work MK virtually! Susie said you might be willing to help me out. You will get a gift card for FREE MK as a huge thanks for your time! Let me know if you are up for watching a quick tutorial and getting some free stuff!

Message 5 will be the same as message 1. After that, you can discard their information.

IF NONE OF THOSE TIMES WORK FOR HER, SAY:

No worries! How about I contact you again when my schedule opens up? *(Recommended that you opt for this response until you are more experienced)*

OR, BOOK HER INTO A PRIVATE SESSION WITH YOU VIA ZOOM AND SEND SAMPLES!

OK, no worries! Let me see what else I have on my calendar! Tell me about your schedule- what do you have going on that we need to work around?

(Pick a date/time – if you are sending a sample pack, be sure to book 1-2 weeks out to allow for mailing time)

AWESOME! That'll work great. All you have to do is take your sample pack into the bathroom with your phone and I'll video chat you through it! Are you familiar with Zoom? OK great, do you already have it installed on your phone? Let's get on speaker and I'll help you find the right app and create a free account... (once completed) Perfect. So I'll send you a link right when our appointment starts, and then all you have to do is click the link to open the video chat.

HOW TO PREP HER SAMPLE PACK:

OK here's the fun part! I'll be sending you a pamper pack in the mail with a bunch of samples for you! I have a few questions for you, so I can send you all the right stuff!

What's your mailing address?

Is your skin more normal, combination, dry, or oily?

What are you currently using for skin care?

Any allergies or sensitivities I need to be aware of?

I will send your pamper pack out to you tomorrow! It will have lots of little samples in it, so if you want, you can wait to open it until our chat so nothing gets lost! THANK YOU SO MUCH for helping me out with this! I can't wait!!!

VOICE CALL CONFIRMING SCRIPT THE DAY BEFORE:

(If you are holding this appointment via fb events, your Director will furnish a DM confirmation script to you specific to that event.)

Hi ***! It's **** with Mary Kay. I'm just calling to confirm our virtual beauty session tomorrow at **! *Thank you so much for helping me out!* You are making a huge difference for me and I appreciate you so much! I'll be sending you the Zoom link tomorrow at **!

I wanted to make sure you got your package in the mail ok- can you call or text me and let me know for sure? All you'll need to have tomorrow is a charged phone, a face towel, a pen, a piece of paper, a bathroom with light, and your package! Oh, and you may want something to pull your hair back!

Definitely let me know if you got your pamper pack ok, and I can't wait for tomorrow! Talk to you soon!