

## FISHBOWL SCRIPTS

There's no reason you can't make EVERY name in your fishbowl "the winner". Be enthusiastic and excited when you call – no one wants to book with someone who's boring and not "sold" on the product herself!

**(WINNER)** "This is \_\_\_\_\_ with Mary Kay! Do you remember entering a drawing at \_\_\_\_\_? Well I've drawn your name as the winner of the \$10 gift certificate good at \_\_\_\_\_ and the \$25 of FREE Mary Kay products! Isn't that great! Do you have a minute so I can go over this with you?"

OR

**(RUNNER-UPS)** "This is \_\_\_\_\_ with Mary Kay! Do you remember entering a drawing at \_\_\_\_\_? Well I've drawn your name as one of the runner-up winners of \$15 of FREE Mary Kay products! Isn't that great! Do you have a minute so I can go over this with you?"

You indicated that *(you've tried/you've never tried)* Mary Kay?

YES: Great! Are you using it now or has it been a while? What products did you like? Well it's really different than it was in the past, so I know you'll find something you really love.

NO: That's okay – I'll help you figure out what you'd like to have whether it's skin care, makeup, perfume, anti-aging products...whatever you like!

*(Look on her registration slip and see how many people she circled that she'd be willing to share her facial with and go with the smaller number. For example, is she circled 3-4 people, ask her to have 3 people over 18 with her to get the \$50 free product.)*

"Here's how I take care of my winners. We'll choose a good time to get together and since I keep product on hand all the time, when I leave you should have everything you want. That's good, isn't it? Now what you think about this...if you would have \_\_\_ people with you when we get together, I'll actually give you \$50 of free product! Does that sound like something you'd be interested in for \$50 worth of free product? Great!"

"Now you have a couple of options for when we get together. You can decide which format you would prefer.

***(IF THEY DECIDE SINGLE FACIAL)*** Okay, would you like to schedule that during the week or on the weekend? During the day or evening? Okay how about \_\_\_\_\_? Great! I've got you down for \_\_\_\_\_ at \_\_\_\_\_, and don't worry I'll be there rain, sleet or snow and I've got some great makeup tips to show you!!!!

***(IF THEY DECIDE A CLASS)*** Great! You might want to have what we call a makeover night; that's where you and your friends will get a new look and I'll have lots of tips on how to apply makeup and what colors will look great on you. Plus you'll get to try our microdermabrasion? Have you tried that? *(it not)* Well it's just amazing and everyone just loves it!! The very first time you use it you'll have smaller pores and lines & wrinkles will be less noticeable plus your skin will be the softest it's ever been! OR WE could have a spa party where you and your friends get to try our pedicure set. So which of those sounds more appealing to you and the people you'd have with you? Great! We'll have a great time!! Would a weekday or weekend be better? Day or evening? Okay how about \_\_\_\_\_? Great! I've got you down for \_\_\_\_\_ at \_\_\_\_\_, and don't worry I'll be there no matter what.

"I'll drop you a book in the mail so you can start looking around at what you might want to choose for your FREE product! *(ask questions from profile card)* Okay well I also need to get the names and numbers of your guests that you're going to invite so I can ask them the same questions I asked you about their skin that way I can be more prepared. And if you have list ready tomorrow around \_\_\_\_\_ I'll add a FREE lipstick to your list of FREE product you're already getting, will that work? Great!!! And if you would call each one and just let them know I'll be calling them and when they take my call you will all get a little goodie bag that night of your class. *(name)*, I want you to have a great class and earn lots of FREE product so if you work hard to get a good turnout of guests I promise to work hard to make sure everyone has a good time. "I can't wait to see you on \_\_\_\_\_ at \_\_\_\_\_!"

**IF SHE HAS INDICATED ON HER REGISTRATION SLIP THAT SHE ALREADY HAS A CONSULTANT:**

“This is \_\_\_\_\_ with Mary Kay! Do you remember entering a drawing at \_\_\_\_\_? Well I’ve drawn your name as one of the runner-up winners of \$15 of FREE Mary Kay products but I see on your slip that you already have a Mary Kay consultant. I don’t want to step on her toes so if you have a relationship with that consultant and she’s servicing you regularly and sends you catalogs and samples, then she wouldn’t be happy with me giving you FREE product. *(Wait for her response! Most of the time you’ll find out she’s bought some things several months ago but isn’t being serviced or she’s not pleased with the service or her consultant moved away. If that is the case just go with the above script.*

*HOWEVER,*

*(If she IS being serviced by someone and is happy with her consultant, just thank her for entering your drawing.)* Well \_\_\_\_\_, I want to thank you for entering my drawing.”