

## Facial In a Bag Phone Call Script

- \* Two parts to the survey
  - Skincare and color
  - Mary Kay business opportunity
  
- \* Tell your “I” story

Make sure to sound excited! Be passionate about why you started this business and why you love it so much! Make sure to include your accolades. If you are just starting, just talk about mine and Dacia’s listed below. Soon you will have your own!
  
- \* Accolades
  - #2 consultant in sales in my unit
  - becoming a sales director, will have replaced my accounting income in just 7 months
  - won jewelry, DVD Player, etc.
  - one of the top 5 consultants in my unit–won trip to Million Dollar Weekend in Dallas
  - we are a 2 time Million Dollar unit, number 4 in the nation, number one in Florida for 2 years
  - Dacia is 26 years old and makes around \$20,000 per month doing MK, will retire this year
  
- \* About the Mary Kay Product Line
  - Mary Kay #1 selling brand of skin care & cosmetics for past 13 years
  - safe for sensitive skin, even exczuma
  - stand behind our products, 100% money back guarantee
  
- \* Samples
  - Five steps for healthy skin-- cleanse, exfoliate, freshen, moisturize, protect
  - 3-in-1 cleanser does first three
  - use 3-in-1 in morning in shower and at night before bed
  - moisturizer – everyone needs it
    - oily skin means skin overcompensating and producing oil
    - dry skin is lack of moisture so moisturizer is needed to put it back in
  - foundation – part of skin care, not color, protects from air impurities, cigarette smoke
  - color samples – color only looks as good as the skin underneath

1. What did you like best about the Mary Kay products you tried?

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2. What did you like least about the Mary Kay products you tried?

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3. How would you rate the prices of the Mary Kay products? (This is a good time to ask them to turn to the page in the Beauty book that shows the sets. Review the sets and prices. It allows them to give you an opinion on the prices, but also makes them want to buy product)

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4. What reservations do you have about switching to the Mary Kay line of products?

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5. After looking through The Look Book and The Beauty Book, what are the three products you cannot live without?

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6. Are there any products you would like to sample?

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7. Would you like to use your \$5 coupon today?

Part 2 - MARKETING

- \* 2 avenues of income – sales & recruiting
- \* 50% commission on everything we sell – one of the highest in the business
- \* recruiting – make commission on team production, team members still make 50%, corporate pays the commission in the form of a Love Check
- \* Car vs. Cash
- \* Tax Benefits
- \* Only \$100 to join, get two full sized skin care sets that retail for \$104 each – over \$350 in product in kit

1. Why would you be good at this business? What appeals to you most?

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2. What concerns would you have about starting your own MK business?

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3. On a scale from 1-10 with 1 being “I would never do this even if my children were starving” and 10 being “Sign me up!” what number would you be and you cannot be a 5?

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**1-4 “Great! We need customers too! Would you mind doing me a favor and being a talent scout for me? If you know anyone who would be good at this business and you refer them to me, I will give you a special prize!”**

**6-9 “What could I do to take you to a 10?”**

**10 “Awesome! I will email you a Beauty Agreement right now and we can fill it out together over the phone!”**