

## POWERSTART SCRIPT

“Hi Susie! This is Leah! Do you have a quick minute? I am working on a huge goal with Mary Kay to practice on 30 faces in 30 days and I thought of you! I would love to borrow your face to get your opinion of our product! Just for getting together with me to sample some products I will give you a \$10 gift certificate to spend on some products you fall in love with! I do my appointments on some week nights and on the weekends...what works best for you, a week night or weekend? (Book her by offering 2 options until you narrow it down to a date. For example...“What works best for you, Saturdays or Sundays, afternoons or evening, etc” Once you have her on the date book, turn the facial into a party!)

## TURN THE FACIAL INTO A PARTY

“A fun thing about your appointment is that you can bring girlfriends! When you share your appointment with at least 2 or more friends over 18 you will receive a free gift and discounts on your products. Is there any reason why you wouldn't want to have a few girlfriends attend your appointment with you?”

## INITIAL COACHING SCRIPT

“I will take care of all of the work for this appointment so you don't have to worry about it; the only thing I need from you is a list of girlfriends you want to invite and I will take care of everything else. I've got some cute invitations (ask if she wants to do email or postcards) I will send to your girlfriends so start thinking of the women you want to invite! You can earn more free product for having 4 friends over 18 attend your appointment...to get 4 to show up you usually need to invite 15-20! Let's follow up in 24 hours to confirm just to give you a chance to double check your schedule. Also, at that time I will get your guest list so I can start working on invitations. You will earn a free eye shadow of your choice for having your guest list ready in the next 48 hours! Would tomorrow evening be a good time for me to follow up with you (set a specific time)? Also check out my website at [marykay.com/leahlauchlan](http://marykay.com/leahlauchlan) to start creating your wish list!”

## FOLLOW-UP COACHING SCRIPT

Cover your hostess program, get the guest list, talk about food (save it until the end) and children (tell your hostess to have her girlfriends get a babysitter for the night).