

3D TEST PANEL SCRIPT

NOTE: Studio test panels Mon-Thurs +Sat morning Starting May 10thth ALSO Fridays 2-5pm (may)

EXISTING CUSTOMER

Hi _____ this is _____ your Mary Kay Consultant and I am calling with the Hottest news on the planet! Mary kay is launching a brand new skin care system and it is actually going to REVOLUTIONIZE the ENTIRE Skin care industry it is on its way to me now! I would LOVE to get your honest opinion about it.

We are going to be running test panels at our professional studio on _____ and _____. Doesn't that sound like fun?? Which would work better for you?

Once booked-

You know _____ everyone has been asking about bringing friends and the answer is YES you can choose to upgrade your appointment and when you bring just 2 friends you will receive \$75 in product for \$25. Thats \$50 FREE just for helping me out!

Note: If you prefer to go to her or her come to you then go that way.

NEW CUSTOMER

Hi _____ this is _____ from Mary Kay Consultant and I am calling with the Hottest news on the planet! Mary kay is launching a brand new skin care system and it is actually going to REVOLUTIONIZE the ENTIRE Skin care industry it is on its way to me now! I would LOVE to get your honest opinion about it.

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TIPS CRUCIAL:

1. A REASON TO DO IT NOW AND NOT WAIT- IF SHE TRYs TO BOOK LATE IN MAY- SHARE WITH HER THAT IT IS OK , HOWEVER, IF SHE CHOOSES A PANEL BEFORE THE 20TH OR WHATEVER YOU WANT TO SAY- SHE WILL GET AN EXTRA SMALL GIFT FROM YOU (baby hand cream)
2. The 'FEELING of fun and excitement to try it and EXPERIENCE THE STUDIO is the best part- transmit that desire!
3. Work on objections—50 to 60 percent of all our bookings happen after an objection is given and overcome!