

Dialogues by Dedra

Dialogue for getting new contact information

“Gosh, Girl! You have been so great with our service today. I would like to offer you something in return.” OR “It has been so nice talking to you. I’d like to offer you my business card.” OR “Gosh your makeup is pretty! You would make our products look smashing!”

“Has anyone ever offered you a free makeover? I am a Mary Kay Consultant and this is a free service that we offer. Let’s exchange information and I will call you tomorrow.”

Dialogue for booking new contact

“Hi _____, I am the Mary Kay Consultant you met yesterday outside Tom Thumb. It was great to meet you! I would like to make good on my offer for your free makeover. What works best for you, daytime, evening, or Saturday? Great! Would you like to share this with a friend or two?” If she does, then share your hostess plan with her at this time. Set up a time to call back for her guest list in the next 2-3 days. Let her know you will mail her a reminder postcard or use text or phone call (dialogues below.)

Dialogue for booking existing customer

“Hello _____, this is _____, your Mary Kay Consultant! How are you? Girl, I am in a challenge to put our product on 30 faces this month. Can you help me out by doing an updated makeover? It has been _____ since we last did one. Great! If you could share this with a few friends, you can get some products at a reduced price or possibly even for free! Plus this would help me get closer to finishing my 30 faces...”
Proceed to get her guest list or tell her you will call her in 2-3 days for it.

Dialogue for pre-profiling

“Hi _____, I am the Mary Kay Consultant who is doing the makeover party for _____ next Sunday at noon. Will you be able to come? Great! Do you have a quick minute or two for a few questions? I would like to find out a little bit about your skin type. Perfect! Would you say your skin was normal, dry, oily, or combination? Have you used Mary Kay products before? If you could change something about your skin, what would that be?”

Be sure to write these answers down on the profile card. If you have given yourself enough time to mail a reminder, say,

“Thanks! I will mail you a reminder postcard (or flyer) and call or text you the day before to re-confirm. Which do you prefer, phone call or text? If for any reason you cannot come, please call or text to let me know. Talk to you soon!”

If you have NOT given yourself enough time to mail postcards say,

“Thanks! I will call or text you the day before to re-confirm. Which do you prefer, phone call or text? If for any reason you cannot come, please call or text to let me know. Talk to you soon!”

Dialogue for hostess guests who cannot come to makeover party

“Wish you could come! We are going to have so much fun at the makeovers! Let’s set up another time for you and me to get together for your free makeover. I’ll make sure that (hostess name) gets credit for scheduling your appointment with me. Will you need a daytime, evening, or Saturday?”

Text Blast to remind about party

Hey Girl! C U tomorrow at Katryna's at 12 sharp for our fun makeovers! Dedra, MK Director

Phone call to remind about party

Hey Girl! Just a quick call to remind you about our makeovers tomorrow at Katryna's at 12 sharp! See you then!! If you have any questions feel free to call or text." (Leave name and phone number)

Dialogue for Opening the Makeover Party

"Hello Ladies! I am _____. I am so excited to be with you today. We will start in the kitchen with a hand treatment. We will also find the right foundation color for you." (If only 4, take them all to the kitchen or bathroom-wherever the lighting is best. If more than 4 split into two groups).

Once you are all at the table say, **"Let me tell you briefly what is going to happen today. I'm going to tell you a little bit about Mary Kay. We will clean your face with our skin care, put on foundation, and then finish with a little bit of glamour. Today's focus is on skin care. This is the first of 2 makeovers. At your follow up appointment we want to make sure you love our products and give you a chance to try specific skin care products just for you! Or we can focus on full glamour! And last today, we will close the table and meet individually in the living room where we can keep our money matters private and schedule your follow up appointment."**

"Before we get started, let me tell you a couple of really great things about Mary Kay. We have the Mary Kay Charitable Foundation that gives millions of dollars every year to fight cancer and assist women and children of domestic violence. Second, we are trying the best product your money can buy on the market today!"

"Mary Kay always says there are at least 1 or 2 ladies at every table that would enjoy doing what I do. So, watch me today and if this looks like fun or you could use some extra money, we'll talk more about it at your individual close."

"Are you all ready to get started? Okay! We are going to start with the lip mask..."

Dialogue for closing with the Set Sheet and Roll Up Bag

"Once you do a makeover with me, I consider you my customer for life. You will receive this Look Book in the mail. It will have a note from me on the back. Look through it and let me know if you would like to try the new products. We can get together anytime to look at what's new in Mary Kay. I will call you every 2-3 months. And, I like to do follow up makeovers at least once a year with all my favorite customers! This is my favorite part of the makeover! I get to tell you how you can take all these wonderful products home! We used the miracle set pictured in Sets 1 & 2 and the Satin Set pictured in Set 8. You can be the Queen of Everything by choosing your 6 sets for 299 and you will receive the seventh set at half price! Or, you can be the Princess of Quite A Lot when you choose 4 sets for 199. With this one you will receive the Even Complexion Mask for free! You can also see the Miracle Set specials in the lower right corner. Do you have any questions?" Answer all the questions. Then go right into the following dialogue...

Dialogue for use with the Dacia Wiegandt's 8 reasons why women start a MK Business

AFTER completing your table closing with the set sheets say, **“There’s one more thing you can do for me. My director has challenged me to share the Mary Kay Business Plan with 10 sharp women every month and I’ve chosen you! Let’s discuss eight reasons why women start a Mary Kay Business and then you can share your opinion by completing the survey. Just for completing the survey you will be put in a \$100 cash drawing to be held at the end of the month when our unit completes 100 surveys! Also, when you get on a 3-way call with my director and me, you will get a Mary Kay product for free as a thank you gift for helping me with my training!! Okay, the first reason women start a Mary Kay Business is money...”**

From here you just read the survey out loud word for word from the top of the page down to the line. You offer the free product and it can be anything you choose; free eye color, nail color, lipstick, OR 10% discount on existing order, or on next order. You get to choose because you are the CEO of your own business.

Dialogue for individual Closings

Once you have settled down with your first guest say, **“Did you have fun? What was your favorite part? I know we talked about a lot of sets today. What questions do you have?”** After answering all her questions say, **“What sets would you like to go home with today?”** Then be still and listen. Whether she orders sets or individual products, never assume her order is done until you have asked, **“Will there be anything else?”** If she adds to her order, then say, **“Will there be anything else?”** When she is done ask, **“And how would you like to pay for that today? Great!”**

After payment, let her know you will close with everyone else and get her products at the end (unless she truly needs to leave for some reason.) Then say, **“Let’s go ahead and schedule your follow up appointment in the next two weeks. Will you need a daytime, evening, or Saturday?”** Once you have booked her follow up say, **“Would you like to share this with a friend or two? Remember the products that (hostess name) is getting today for sharing her appointment with her friends?”** If she says yes review your hostess plan with her then make a plan to call her in the next 2-3 days to get her guest list. You will be doing 2+2+2 ☺. So this should go together nicely. Let her know you will be giving her survey to your director for the follow up call for her free product. **“What did you want for free for the call with my director? We will be reviewing your answers from the survey.”** Go get your next guest!

Dialogue at the very end of your makeover party

“Thank you all so much for coming today. Remember that you helped (hostess name) earn (list what she got for \$35 or for free) today! It was such a (blessing, treat, etc.) to meet you all! Pack up and go...”

Dialogue for booking follow up with someone who left the party early

“Hi _____, this is _____, the Mary Kay Consultant from the makeover party yesterday. I am so sorry that we did not get to follow up after the makeovers. I would love ask you a few quick questions about the party. Is this a good time to chat? Great! Did you have fun? What was your favorite party? I know we talked about a lot of sets yesterday. What questions do you have? “What sets were you interested in ordering?” Whether she orders or not, follow the same dialogue above for booking her follow up.