

Conversational dialogue for meeting new people by using samples.

"I don't mean to intrude, but are you by any chance wearing Mary Kay cosmetics?"

No? Great! Let me introduce myself. I'm (your name) with Mary Kay. I've been asked to select 5 women who obviously care about the way they look, and give them my card. Would you like my card with or without a sample?"

If she says she doesn't want a sample, (she's usually not "Open") just give her the Beauty Book & your Card (don't try to book her)...say:

"Here's my card and our brochure. I'd love to invite you to look through the brochure and give me a call if you see anything in here that hits your hot button. I would be happy to give you a complimentary facial and makeover, at no obligation of course. (point to card) My number's right here, you are welcome to look over the brochure and call me if I can be of service."

If she says she wants your card with a sample: she's "OPEN".....

"Great! I'm going to ask you to sample our lipgloss because we've just achieved the distinction of being number one in lipgloss sales, and I would love to get your opinion of our product. Let me just jot down your name and number, and I'll give you a call in a day or two so I can get your opinion. What's the best time to call? Oh, and by the way, when I call, don't let me forget to tell you about a special gift you'll receive just for giving me your opinion." (the gift is a facial)

When you call:

"Hi Susie, it's (your name). If you'll recall, we met at (place) and you were so kind as to take a lipgloss sample to try so I could get your opinion. (ask her about product - texture, color, favorite thing about lip gloss). Susie, you have been great to participate in our survey. As my Thank You gift, I would love to schedule a time for you to receive a complimentary facial and makeover. If you will give me your opinion of our skin care and color line, you will receive your choice of a free lipgloss. What would be best for you this week or next?" Schedule her.

If she is not home when you call:

Hi Susie, it's (your name). If you'll recall, we met at (place) and you were so kind as to take a lipgloss sample to try so I could get your opinion. I'm calling back as I promised I would. I'm sorry I missed you. I'm looking forward to getting your feedback and telling you about your free gift. I'm going to leave my number for you to call me back if you like, but I'm in and out, so it's hard to catch me, so if I don't hear from you, I will definitely try to reach you later.