

# Referral Booking Scripts

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## **INITIAL TEXT TO FABULOUS REFERRAL**

Hi Lori, Abbe Greenfield recommended to text u. I need to do 100 Free Facials for a Mary Kay contest to donate baskets to women in domestic violence shelters. Any interest in a free facial to lend your face for the cause? She thought you deserved it and would love it! Thx, Stephanie

***\*\*If you want to change up the charity or cause you totally can. For example you can say "...give back to the Mary Kay Foundation which funds Cancer Research for Women..." or you can mention what YOU are most passionate to give back to. It's totally YOUR CHOICE!***

## **SECOND ATTEMPT (First Booking- NO Response)**

Hey Ramona, this is Alexandra, ur friend Medge Delva's beauty consultant. Don't know if u saw my text a while back. Ur friend payed it forward to u @ her beauty consultation class & gave u a free pampering session w/ a gift so I wanted to reach out to u 1 more time just in case u missed the text! Reply w YES if u want the details girl! ;)

## **FIRST RESPONSE:**

Awwww thanks so much!!!

I'm located in \_\_\_\_\_(city) and it's a 1.5 hour pampering session!

It's a full indulging pampering session with a 3 step hand spa, 2 step lip treatment, full anti-aging facial, microdermabrasion experience and foundation matching!

For every face I pamper this month, I'm donating a gift basket to a woman in a domestic violence shelter here in (city). So thanks so much!!!

What works for your schedule weekdays, weeknights or weekend days?

***\*\*Make sure you re-write what is necessary to fit your location and your charity if you are donating something based on your number of faces that help your goal.***

## **Possible questions you may get from referrals:**

### **WHAT DO I GET?**

It's a full indulging pampering session with a 3 step hand spa, 2 step lip treatment, full anti-aging facial, microdermabrasion experience and foundation matching!

### **IS IT FREE?**

It's a free facial! In Mary Kay you try before you buy, test before you invest. There's no obligation but if there is something you love you are welcome to take it home with you!

### **WHY ARE YOU DOING IT?**

I've known women that are victims of domestic abuse so I'm personally donating back to the women in the shelters for each face I pamper. It's a way to meet new women while helping those in need.

### **Continue Coaching Appt:**

### **CONFIRMATION TO BRING GUEST**

Ok fantastic! You can bring a girlfriend, mom or coworker w ya. Do you have a who would want to join you and lend their face for the cause?

### **DETAILS FOR ADDRESS AND ?s**

I will send you all details later this week and will text you a few quick questions about your skin to be prepared for your facial. I'm super excited to meet you and pamper w a purpose!!

### **BRINGING GUESTS**

Perfect thanks so much. It is first come first serve so let me know asap so I can save their spot for the fun! I just need their name and phone number for my books reserve their appt!

### **PREPROFILING GUESTS**

Hi Laurie, I'm super excited to see you on Thursday at 6:30. Can I text you a few quick questions about your skin to be prepared for your facial?

### **PREPROFILING FRIEND OF GUEST**

Hey Kacie! Denise said your coming w her to the MK party sat @12pm! Hooooorayyyyyy! I'm so excited 2 meet u! Do u text? I have a few questions about ur skin so I'm prepared for everyone! Thx, Stephanie

### **"YES TEXT ME QUESTIONS"**

Thanks!

1. Have you ever tried Mary Kay before?
2. What are you currently using for your skin care?
3. What type of skin do you have dry, normal, combo or oily?
4. What would you change if you were to change anything about your skin- fine lines, dark circles, uneven skin tone, smaller pores, blemishes?

### **NEVER TRIED MK**

Awesome thanks so much! I always love to pamper a Mary Kay virgin LOL Can't wait to pamper w a purpose and give you instant results. It will be so much fun!

### **TRIED MK**

Awesome thanks so much! I always love to pamper someone who's knows Mary Kay. Do you have a consultant? I can't wait to pamper together w a purpose and give you instant results. It will be so much fun!

### **THEN SEND ADDRESS**

ADDRESS- put your info  
Home of Hostess or Your Home Address

### **24 HRS BEFORE APPOINTMENT**

hey girl can't wait to finally meet you tomorrow at 6:30 PM. Looking forward to having some fun for a great cause!!!

### **DAY OF CONFIRMATION**

Good Morning, I'm super excited for the awesome pampering session tonight at 6:30. Can u come 5 mins early to find parking and match ur foundation???

### **YES TO 5 MINUTES EARLY**

Thank you

**GPS gets EVERYONE LOST so please follow directions above ☐ Can't wait to have a fabulous time for a great cause! Stephanie**

### **NO DATE/ TIME- NEVER BOOKED (1-2 days)**

Hey girl, did you decide what works with ur schedule, weekdays, weeknights or weekends? Wanna make sure I save ur perfect spot before it fills up for this AMAZING cause.

### **72 HOURS LATER (NO DATE BOOKED)**

Hey Stephanie, we've been missing each other here... No worries! Are you still interested in the free facial or would you rather pass? I hate to bug you if you aren't interested. Let me know either way! Thanks again! ☐

### **RESCHEDULES**

Hey girl, sorry I missed u for ur pampering session & makeover as planned so let's reschedule before all my spots fills up!! And thanks again this is for such an important cause for domestic violence survivors so thank u in their honor too! What works with ur schedule, weekdays, weeknights or weekends?

### **Text guys for referrals**

Hey dude! Random question... I just started a Mary Kay business and I have to give away 30 free facials to deserving women this month in honor of breast cancer awareness month. Do you have some chick friends that I can reach out to ask? Or I could even just ask your girl friends that you're friends with on Facebook and invite them for a free facial... Let me know! Thanks!