

BEAUTY OF FRIENDSHIP SCRIPT

After the night solution on their face (this gives it time to dry):
I explain the “Beauty of Friendship” and this is what I say:

“I do a program called the Beauty of Friendship with Mary Kay. I would like you to write a note to 2 women who you think would enjoy a facial like you’re having right now.” (Hand them the 2 cards while telling them). **“Put their name on the top line and your name under it. Please put your full name. On the back write their phone # and the best time to reach them. Inside you can write a note like, I thought you’d enjoy a facial.”**

Continue explaining: **“What I do with the note is call your friend and tell them that I have a gift for them on behalf of you. They will receive a facial, your note and a gift. There is no charge for this program.”**

When I call the friendship card name:

“Hi _____, this is _____ with Mary Kay. Did _____ Tell you she gave me your name?” They usually say no. **“Well, on behalf of _____ you will receive a free facial, a gift and a note she wrote to you. The reason I am calling is to see when we can get together.**

They are usually surprised and 9 out of 10 times will book with you. Just ASSUME THE FACIAL. YOU CAN TURN THIS INTO A CLASS BY SAYING:

“If you’d like to invite a couple of friends to share your facial, they will also receive a free makeover, but they won’t be receiving the special gift you will be getting. It is actually a lot of fun to share this and you can even earn free product when you have 2-5 women plus yourself. I only have _____ and _____ available, which is better for you?”