

**BOOKING REFERRALS THROUGH THE**  
**“GIFT OF FRIENDSHIP AND PAMPERING” PROGRAM**

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**\*\* Working from referrals is a great way to build your business! It is a lifeline in most people businesses involving insurance, financial planning, hair styling, gym memberships, etc. and just as a great an opportunity in MK!**

**Here is a great script that I use that has worked well for me ☺**

**Establish RAPPORT first:**

“Hi, is this Suzy? Hi Suzy, my name is Amie Gamboian (smile when you talk – she will feel your good energy over the phone ☺) . You and I have never met before, but we have a mutual friend – Sally. (brief pause) Don’t you just love how \_\_\_\_\_ (friendly, fun, generous, warm, etc) she is?”

Well, in addition to being her friend, I am also a Skin Care and Color Specialist with Mary Kay, and I was recently with Sally treating her to a Mineral Powder and Spring Colors Makeover Session.....We had a wonderful time!”

**Explain the Purpose of your Call:**

“Suzy, I am calling today to let you know that at that appointment, Sally participated in our **“GIFT OF FRIENDSHIP AND PAMPERING PROGRAM”**, choosing to give you the Gift of a \$20 Gift Card to spend in my store, and a Complimentary Mineral Powder and Spring Colors Makeover Session. I am excited for you, and am calling to get your appointment scheduled.

I am excited to ask you, Are you One of our Current Customers?” (You are doing some pre-profiling here.....\_

\*\*\*\* If yes, ask who her consultant is and as long as she has one, graciously thank her for supporting our product line and refer her back to her consultant.

\*\*\*\*\* If not, share with her how excited you are for her that she gets this Gift Card and Mineral Powder Pampering Session.

**Booking the Appointment:**

“Well, Suzy, I have \_\_\_\_\_ and \_\_\_\_\_ available.....which works best for you?”

Great! (book the FACIAL first).....

You know Suzy, it is as easy for me to pamper 3-6 women at one time.....do you have any Girlfriends that you would like to gift with this session also? (brief pause) I would love to add \$5 to your Gift Card per person that you have with you at your appointment as a special Thank You from me!”

\*\*\*\*\* If she does, great.....get names and numbers so you have for Pre-Profiling.

\*\*\*\*\* If not, no worries -- the Facial is already booked and she will learn how fabulous you are at that appointment and you can book a Party/Show from there for her 2<sup>nd</sup> appointment.

**Close the Call:**

\*\*\*\* Review Date/Time/Location details

\*\*\*\* Explain Hostess Packet/Dropping it off to her, etc if applicable

\*\*\*\* Share with her that you will drop a note to her in the Mail to confirm everything

\*\*\*\* Give her your phone number so she may contact you beforehand if necessary

“Suzy, I am so excited to treat you to this time for you and to gift you with your Shopping Spree on me!

One last thing....do you have a favorite color or outfit you'd like to wear that you will be wearing a lot this Spring and Summer, or to a special event? (if a woman decides what she is wearing to an appointment, SHE WILL BE THERE! ☺)

Great! If it is okay with you, I would like to prepare a special SPRING COLOR LOOK for you that will go perfectly with that color/outfit!

You know, you might enjoy playing on my website's Virtual Makeover before your appointment to get some additional ideas on what's hot for the season.....my website address is: \_\_\_\_\_ Feel free to get on there at any time!

Have a great day and I'll see you on \_\_\_\_\_ at \_\_\_\_\_ time!”

\*\*\*\*\* She is booked, she is excited, she is ready to come to her appointment!  
HAPPY PAMPERING and CONTINUED BOOKING AS YOU WORK THROUGH YOUR REFERRALS!

\*\* Remember to get referral names from women during your appointments while the Satin Lips Mask is drying. ☺ Share with them that you have a GIFT OF FRIENDSHIP AND PAMPERING PROGRAM and you will be happy to offer it at no obligation to each woman she lists. Give a free product to the woman who has the most names written down.