

## **The Only “Upgrading” (booking) Dialogue you’ll ever need...**

*(do NOT change verbiage – say exactly as printed)*

**“Hi \_\_\_\_\_. This is \_\_\_\_\_ calling! Do you have a quick Second?”**

**“I’m so excited about a decision I’ve made. I’ve decided to...”**

1. Build my own business with Mary Kay Inc.
2. **Promote myself up to one of Mary Kay’s Leaders**
3. Take my Director’s challenge
4. Raise money for the Mary Kay Ash Charitable foundation which supports research into the cancers that affect women and supports programs to end violence against women
5. **Earn my first Free Company Car with Mary Kay**

**What I need to do is:**

1. **Get opinions from 30 women of my presentation and products over the next two weeks and complete my training**
2. **Share information about the Mary Kay opportunity with 12 sharp women and I know that 9 will say “no”, but I am looking for the 3 that will say “yes”, and this will complete my leadership training**
3. Pamper 40 women this month so I can reach my goal in donations for the foundation.

**Is there any reason why you wouldn’t help me:**

1. By letting me borrow your face and get your opinion?
2. **Get together with me for a little career talk? It may be for you and it may not, but I get credit just for you listening, no matter what you say, “yes” or “no.”**
3. By allowing me to pamper you with a hand treatment, skin care facial and a dash out the door color look that is simple, fast and easy?

**WHEN THEY AGREE TO HELP YOU**, then immediately give her two choices of appointments... “I have Tuesday Night or Saturday morning available. Which works better for you?”

**ONCE YOU HAVE SCHEDULED A SPECIFIC TIME**, then add, “*Janie, we have these new **UPGRADES** for the women that are willing to help us with this.*” “*May I share with you how I can **UPGRADE** our time together?*”

1. **“OUR FIRST UPGRADE** is called “You +2”. When you share your pampering with 2 women, (maybe your mom and sister or a friend from work and a neighbor), you can select \$75 in MK products of your choice for only 35. **WOULD YOU LIKE TO UPGRADE** our time together on Saturday and take advantage of this?”
2. **“THE SECOND UPGRADE** is called “You +5” and you get \$100 in MK of your choice for only 35.”
3. **“THE THIRD UPGRADE** is the Mega-load of MK free! You get \$262 in MK products for only 24 when you partner with me and make it a Pampering Party. **EITHER WAY, WHATEVER IS BEST FOR YOU!** (Pause, let her answer.) ***Whatever she says go with it. Just make sure to get the names of the women that she is inviting so you can pre-profile them and get them excited about coming. Remind her that she is helping you or the cause and you appreciate her helping you Earn your Car.***

**DURING THE PARTY – GETTING REFERRALS!!** *(be sure and keep in this order)*  
*(AFTER the Skin Care and BEFORE Color)*

“Ladies, the highest compliment that you can give me is your referrals. I build my business totally on referrals. So I am going to give away this nice Gift to the person who has the most referral names and phone numbers written down in the next 3 minutes. Turn your profile card over on the back and find the place for referrals. We will not be doing the other questions yet. Now I will say, “on your mark, get set, go” when all of you have your phone’s out and are ready. Who likes to win? (Raise your arm) “ON YOUR MARK, GET SET, GO!” (OR you can offer a free eye shadow to everyone that writes down 5 names and a lip gloss if they write down 10...the one with the most over 10 will get a special treat during her individual consultation. Just be creative!)

**AFTER YOU HAVE FINISHED THE GAME:** You ask them to **\*STAR their two favorite people they love being with.** “We have some NEW UPGRADES and I would like to tell you how to get these UPGRADES. **When you become a ‘Miracle Set Customer’, you can take advantage of**

**UPGRADE #1 which is “YOU + 2”** (share your follow-up with 2 women you love to be with) and you get \$75 in MK product for 35. Now, if you have 3 more women you love to be on your list, you can get the **SECOND UPGRADE**.

**The 2<sup>nd</sup> UPGRADE is “YOU + 5”** and you get \$100 in MK product for only 35. Who likes free? Who is ready to UPGRADE to free? You will get your name in a drawing for this beautiful Gift?” (Hand them a ticket) (raise your hand if you want to be in the drawing) ***If they are slow in raising their hand then you remind them that their hostess also gets more when they schedule their up grades with you.***

“Now we have a **3<sup>RD</sup> UPGRADE** and it is the Mega-Load of FREE MK products, and I will share this information with everyone at our individual consultations in just a few minutes. I can only offer this to 10 women a month and it means you partnering with me to make your Girl Friend Party Fun and rewarding to you. So, I will just stop there and you all can decide that when I share more at your individual consultation. *(or ‘private’ consultation)*

**Then complete the COLOR Looks** and just before you show the sets you have to offer (table close), you say the following:

“Now ladies I promised at the beginning of our Party tonight that if we had a few minutes after the makeovers I would share why I love what I do so much in a fun way. So I am going to hand out \$100 bills. On the back of them is a question or an answer. If the person with Question #1 will just read the question and then the person with Answer #1 will read the answer that would be great.” (Do all 6 fairly quickly) [You may want to laminate your \$100 and collect them after to reuse]

**Then simply say:** “The reason I shared the most common questions people ask me with the \$100 bills is because I can teach anyone how to add an extra \$1200 a month to their family budget working about 4-6 hours a week & how women are making a 6 figure income with MK full time. **(Keep talking do not pause....)** I am earning my first free company car, a Chevy Malibu, and I need 28 UPGRADES. So thank you for your UPGRADES today and I just need to do 56 CAREER TALKS/CHATS and I expect **42 “no’s”**, however I want to get thru those as quickly as I can because I am looking for **14 “yeeses”**. So is there anyone here today that will help me earn my Chevy Malibu and schedule 15-20 minutes of your time for me to gather information about what you need the most in your life and what you value and let you gather information about what we do in MK to see if anything appeals to you? It is painless and I will give you a gift for helping me. Then will you sign my sheet so I know I can call you for our quick 15-20 min. Career talk some time in the next couple of days? Thank you for being one of my 56 to help me earn my first free MK car. Just write your name and phone number. I appreciate your help so much. *(The sheet they are signing is a sheet with 56 women on it and the car. You may want to put it on a PINK CLIP BOARD with a pen)*

### **DO YOUR TABLE CLOSE HERE!**

**NEW “Correct” Booking Approach after you have sold sets.** *(If they try to buy color and not skin care...move right into getting the color for free and starting on skin care today...meet her need and her budget. Remind her that in order to take advantage of the UPGRADES, that she needs to have a follow from using our skin care products, so let's get you on the miracle set and get everything else for free.)*

### **AFTER THE SALE IS MADE & YOU COLLECTED PAYMENT FOR THE ORDER:**

“\_\_\_\_\_, I saw you raise your hand during the referral game showing that you would like to go ahead and UPGRADE your “follow up” to a Pampering Party and get a great deal on some more MK products. Great \_\_\_\_\_. Tell me what works best for you first of the week or last of the week? Friday or Sat? Morning or afternoon? 6 or 7? You know \_\_\_\_\_, **at every Party I offer a couple of people whom I would really like to work with, MY “XTRAVAGANZA” OFFER** (place flyer in front of her), and today I HAVE SELECTED YOU!! Tell me, when we get together on Saturday at 7 pm for the Pampering Party, is there any reason why you wouldn't like to max out your free products and get \$262 in color products or other MK products for only 24, instead of just the \$100 for 35? Super. Let me show you how I will partner with you.”

**GO OVER THE “XTRAVAGANZA” with her.** And ask her if the women she listed on the back of the profile card are the women she will invite? (Now you have the guest list.) Have her call them tomorrow and you call them next day and pre-profile them. You will want to send her a E-vite thru InTouch, too.

**If they say, “let me check my datebook” or “Can I call you about a time?”, use the ‘Tentative Booking Approach’:** “Why don’t we go ahead and set up a tentative date with the understanding that if we need to change the time or date, it’s okay? We won’t be able to do the **3<sup>RD</sup> UPGRADE** if don’t select the date tonight. So let’s go ahead and pick a time you think might work and then I will call you in two days. \_\_\_\_\_, what would be better for you, the beginning of the week or the end of the week? Wed or thru? 7:00 or 7:30?

**YOU CAN INCORPORATE YOUR ‘UPGRADES’ IN EVERYTHING YOU DO!**

Just replace the word “book” with “UPGRADE”!!

It all starts with the Faces, then the **UPGRADES** and then the **CAREER TALKS/CHATS!**

Nothing else! No other focus will take you where you want to go in a **SOLID STRONG GROWTH** way!

When you book out of fish bowls, book the **FACE FIRST** and then **1<sup>st</sup> or 2<sup>nd</sup> UPGRADE.**

When you meet someone and book her for your model portfolio or model for training ...**UPGRADE** her. You will no longer be doing one face at a time. You will be doing 3 or 6 at a time and I know your business will be strong!! Watch out, you may just win your car in 60 days or you may just have to “DOVETAIL” SOME Pampering Parties! **NOW, LET’S PARTY WITH A REAL PURPOSE!!!**

**FYI**

**1<sup>ST</sup> UPGRADE** costs YOU, the consultant \$2.50

\$75.00 Retail – Your Cost \$37.50 – Less \$35 she pays you = \$2.50 YOUR COST

**2<sup>nd</sup> UPGRADE** costs YOU, the Consultant \$15.00

\$100.00 Retail – Your Cost \$50.00 – Less \$35 she pays you = \$15.00 YOUR COST

**3<sup>rd</sup> UPGRADE** – depending on what she earns, will determine your cost. IT’S WORTH IT!!! YOU GET A LOT WHEN YOU GIVE A LOT!! Your profit is almost \$200 when she does everything.