

## January Jump Start 2020!!!

With Suzanne Brothers-Varley, Inner Circle SNSDE

### THE BEST TOOL is the booking Script:

"I'm so excited!" I just completed an amazing workshop with Mary Kay Cosmetics and I'm part of a Super Cool Contest. I am to gather the opinion of 25 women on our NEW PATENTED, HIGHLY EFFECTIVE, NOTHING LIKE-IT-ANYWHERE PRODUCT! I thought of you immediately because (Compliment Here)

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Sandy, is there any reason why we couldn't have you try this new sensation next Monday at 4, or Wednesday before noon?

(have a third date option in mind.) Wait for a positive response, or turn down in her voice, or a slight pause. Then interject... "Oh, by the way, this is a non-selling appointment. It's simply for me to gather your opinion on this TOTALLY COOL AND CUSTOMIZED-TO-YOU PRODUCT. So, next Monday at 4:00 or Wednesday before noon?"

- Very Important to have your dates TOTALLY figured out in your mind enough to say to them without hesitation.

### Overcoming Objections:

- Listen, agree with what she said and repeat it.
- Can I make a suggestion?
  - Because you use another product you totally love...
  - Or you are highly allergic to...
  - Or you don't wear makeup...
- That is exactly why your opinion is so much more valuable to me. Let's do a quick try. Give me your feedback... Does that sound fair enough?
- I get it!** So many of us are on a **tight budget**, especially this time of year.
- Can I make a suggestion? Let's have you try it. We will make a list of what you may like in the future. Does that sound fair enough?
- I get it!** We are crazy **busy**, right? Can I make a suggestion? Let's do 20 mins total. You can try it and then tell me later what you think. Does that sound fair enough?

### Booking from Your Appointments

Opening Comments: (Before they try the product)

Script:

Are you ready!? Let's go! First off, it's my goal to be YOUR BEAUTY CONSULTANT FOR LIFE, so I hope you like me! I come with **everything that has Mary Kay's name on it!** You will always see me **two times, 1<sup>st</sup>**: to try all our new and totally effective advanced skin care and beyond. The **2<sup>nd</sup>** to make sure you are getting **the results I promised you** would get and then... discover some **beautiful color**, perfect to bring out your ultra-best self. We will also meet up for those oh-so-important seasonal updates.