

Fab 5 Script for 5 Fab Favs Parties

The purpose of these brief full circle parties is to

- share just a **handful of products**
- **create excitement** for purchasing
- **booking**
- **referrals**
- and to **spark interest** about the opportunity

Closing each guest is critical and you may need to layer the opportunity information.

BOOKING SCRIPTS

Hostess:

Hey girl, I am launching my virtual Mary Kay business and I am choosing 10 **of my favorite gals to be the premier** hostesses **for the month of January** and, **of course**, I **immediately** thought of you since you love a deal. **It is so easy...** You just select 5 fab friends for our new 30 min **virtual** Fav 5 Party of our Favorite Things and you will get a ½ price shopping **spree for** your favorite high-ticket item, *and* you can **also** earn a 50% shopping spree on our entire line with \$200 in sales! Doesn't that sound great? Is there any reason why you wouldn't want to be one of the **premier** 10? **BONUS:** Add 8 to the party and get a Hand Cream FREE, or add 10 to the party and get a Foundation Brush FREE!

Hostess script to invite her friends

"Hey girl! I am having a fabulous 30 Minute virtual party with my MK girl, (Consultant's name), and I picked you as one of my 5 fab friends! This is the quickest, easiest fun party. Can I count you in?"

Booking script for one on one.....

Hey girl, when do you have 20 minutes today or tomorrow for a quick video chat so I can share with you my top 5 favorite products?!?!?

Booking Guest Unit Lives ~Fun and Pink Group

Hi Beth! I'm so excited. I've been chosen to be part of an exclusive training event featuring "topic" in ONLY 30 min!

It's on a LIVE **virtual feed, (zoom, webex, etc.)**

TOMORROW, November 24th at 7pm

It is pretty amazing, fun & beneficial, LOL,

and I want you to be one of my fav guests ~

Will you attend with me?

Thank-you!!

Pre-Profiling Guests

If we could improve your skin in any one way, how would you want it improved?

(Make notes for each guest.)

Are you Combo/Oily or Normal to Dry?

We will be starting the party promptly at (what time).

Please join 5 minutes before, so you can be in our on-time drawing to get a product free.

Day Before the Party

Send a text, looking forward to meeting you tomorrow at So & So's party at such and such time.

Half Hour Before Party

Send a text reminder.

BODY OF PARTY

- Intro self (1 minute or less) – what you love best about your MK life
- Share 5 favorite products (30 seconds max for each product)
 - **explain** what it is used for
 - and what **benefits** it gives the skin. (Information like this found on product fact sheets on Product Central on Intouch)
 - Can also include before and after photos from Facebook, (check out virtual party on Legacy of Leaders.us) Intouch or Personal Clients
 - Ask **each** guest for **feedback**
 1. **Which one or two products** sounded most exciting or useful **to you?**
 2. **Is there another area of your face that is a concern to you that I didn't touch on today with my 5 favorite products?**
 - a. **If she says yes, ask her which area and then say "When we talk one on one in a few minutes I will address that for you."**
- 3. What **additional** questions do they have?

Share Party Specials:

1. For every \$10 purchase, you will be entered into my monthly 50% shopping spree drawing. When you purchase \$50, you get a ½ price coupon to use now or later.
2. Book and hold a quick 30-minute virtual appointment with 5 friends and you can earn your own 50% off shopping spree!
3. Could you use any additional money for you or your family? MK has come out with a \$30 e-start option that allows you to get into MK and get 50% off your own products as a savvy shopper for a lifetime if you wish. You also get the opportunity to make 50% on everything you sell **to a friend or family member**. And that's how I became involved with Mary Kay was to get my products at 50% off!

Thank guests, let them know you will chat with each of them individually, and ask them to let you know when would be best today to check in.
(This is setting up their individual consultation with you.)

INDIVIDUAL CONSULTATION 3 Part Close.

1. Did you have fun?

When we last spoke you said you also mentioned that you wanted some additional information on _____ (problem areas). Explain products to help with that.

You also told me that you thought the _____ (product) sounded most exciting or useful to you _____. Are you ready to get started with _____? We can do this in one payment, or we can do a payment plan if that works better for you.

(Skin care is your meat and potatoes... and is the most important thing for her to get on to look her best. Help her use her money wisely to get her best look.)

Remind how close she is to \$50 to get the ½ coupon and how many chances she is getting in your monthly 50% drawing.

2. Book her own 5 Favs Party to get her glamour or spa at half price.

You are booking her so she can get her glamour at 50%.... Could you get excited about earning a 50% shopping spree for all of your glamour items? All you need to do is invite 5 friends to your own 30 min 5 Favs Virtual Party. Isn't that great? Which is better for you, the beginning of the week or the end? Wed or Thursday? 7 or 7:30?

3. Could you use any additional money for you or your family? Would you consider doing a Discovery Chat? Watch a video, fill out a short survey and do a short zoom appt with my Sales Director so I can learn how to share company information? I need to do 70 of these to earn a car! Doing this will get you entered into a \$500 Cash Drawing! And if you win, I win too! Mary Kay may or may not be for you and it is OK if it is not. So, is

there any reason we couldn't get you entered into the \$500 Cash Drawing and I could count you as one of my 70 towards my car? (Smile)