Referral script from April Hutchinson:

SCENARIO A: You reach her answering machine and leave a message

First message - answering machine

Hey Julia, this is April with Mary Kay! I know you have absolutely no idea who I am; I'm actually a friend of Ashley! I'm her Mary Kay consultant and a few weeks ago we just got together and had a really fun pampering session, it takes about an hour it was lots of fun. During her session, she was able to give away a gift certificate and a free pampering session to a friend of hers that she thought would love it and she thought of **you**! So I was calling to tell you about that.

Since I didn't reach you, you can call me at ... But I tell you what: if you give me a call first then I'll give you a free lip gloss or lipstick of your choice along with your gift card. If I don't hear from you, I'll follow up with you in 2 days. I hope you have a great day and I look forward to connecting with you!

[put her name in your schedule book to call back in 2 days].

- **If she doesn't call back, here is the follow up call in 2 days:**

Hey Julia, this is April with Mary Kay - hey I told you I'd call you back on Friday so that's why I'm calling. I know you are very busy and haven't have a chance to call me back and I ***totally*** understand, but if you have a chance to call me back I'd really appreciate it because, I do have this gift from Ashley that I'd like to give you and I'd like to set up a time to get this to you! In case you lost it, here is my number again ... I want you to know (say this sweetly) I'm not going to call you again because I'll feel like I'm bothering you and I definitely don't want to bother you, so you're going to have to call me back! Thanks so much and have a wonderful day!

- **If she still doesn't call back ...**

scratch her off the list ... but some do call after the second phone call

SCENARIO B: You reach her by phone

Introduction:

Hey Julia, this is April with Mary Kay, how are you? I know you have absolutely no idea who I am; I'm actually a friend of Ashley! I'm her Mary Kay consultant and a few weeks ago we just got together and had a really fun pampering session, it takes about an hour it was lots of fun. During her session, she was able to give away a gift certificate and a free pampering session to a friend of hers that she thought would love it and she thought of **you**!

- **If she has a positive response like "Oh great, how sweet of [my friend]"!:**

It is so much fun and it take about an hour. What is best with your schedule - this day or this day? [no pauses, assume she is going to take advantage of this]. She gives an option and you book her.

- **If she says "what is this again???"**

Then **repeat** "oh it's a really fun pampering session and she was able to give it you when she had her pampering schedule and it's a makeover and a facial and she gave you a gift certificate". It's tons of fun and you have a free gift certificate! Let her choose a day and time, choose if you come to her or she comes to you.

Once she's confirmed, here is how to book it into a group.

So I'm going to send you a confirmation email I'll send it some time today. And I always give a 24 hour confirmation call. If you need to change the date and time, no problem whatsoever. When can I reach you tomorrow? Shall I call you afternoon or evening? [book a time to call, set up a time; this helps to know if the appt will hold]

Oh and one last thing: before I let you go, there is a way you can increase the value of your gift certificate - if you decide to have girlfriends together for your pampering with your girlfriends which is so much fun and it's free for everyone, you get $10 gc in

addition to the one from Ashley for each and every friend up to 5, so you could potentially get up to $50 in free product just for having 5 or more friends with you. It's tons of fun that way. Is there any reason you wouldn't want to share your session with some friends? [typically she'll say "yes I can think of some people"!]

Confirming:

After you send the follow up email (same day), she can either send you the names of her friends by email or you can get them when you call her back with the confirmation call (24 hours), so you can prepare for them as well!

Final Notes:

- Inflection and tone of voice, very important.
- When you do set up the time, no hesitation or pause - assume it's a yet, say "do you want this day or this day?"