

➡️📱 **VIRTUAL BOOKING SCRIPTS**

PAMPER KITS TO FRIENDS:

Hey XXXX! I hope you're staying healthy & safe!♥️ I'm sending out FREE pampering kits to my friends for ➡️📱 Virtual Facials while we social distance! Would you like one?

PAMPER KITS TO FRIENDS WITH GOAL:

Hey XXXX! I'm calling on my friends -new and old!- and am gonna be obnoxious for a minute to ask for a favor! 😞😂 I'm about to {insert goal} from Mary Kay 😳 and need some help to wrap it up! 🙏

I need like 30 more women to do a free ➡️📱 Virtual Facial with me while we social distance. You get a cute little beauty kit that's made for your skin to play with at home! Would you be willing to be one of my 30?

PAMPER KITS TO CUSTOMERS:

It's your Mary Kay girl, Sara Erb - I hope you're staying healthy & safe!♥️ I'm sending out FREE pampering kits for Virtual Facials to treat my customers while we social distance! Would you like one?

“WHAT IS THAT?”

Haha it sounds crazy right? I'll send you a pack of samples and then we set-up a video chat to walk you through everything and pamper your face! 😍 They are so much fun!

YES!

Great! Would you please request it here so I know what to send! ☺️ {insert Google form}
Would a Monday, Thursday, or a weekend work better for you?

🔥 PAMPER KITS TO REFERRALS - VIRTUAL #1:

Hi Lisa! This is Sara Erb with Mary Kay. I don't think we've met, but XXX said this was the best way to reach you! I know texting can be easier. She got a customized, ✨ virtual facial session and of all the women in her life she knows and loves, she wanted one of them to go to you! ❤️ Should I text or call you with details?? PS I'm sending you my digital card so you can put a face with who is texting you! 😊

VIRTUAL #2:

Hi Lisa! This is Sara again, I didn't hear back from you and wanted to make sure you got my last text 😊 You got an awesome gift thanks to XXX with goodies and fun samples in it! Could you call (or text me if that's easier) and I can share the details. If I don't hear back from you, I'll follow up in a few days 👍 Thanks!

VIRTUAL #3

Hi Lisa! It's Sara with Mary Kay trying one last time to reach you regarding your virtual pampering session from XXX 😊 Please call or text me today to book this fun & free appointment! If I don't hear back from you, I will assume you're really busy right now and will reach out in a few months, Thanks!♥

➡➡ WHEN THEY SAY YES!

Awesome! So I'm gonna send you a pack of samples (a "facial kit") and we'll plan a video chat together to use them - It's so much fun! Would you please fill this form out so I know what to send? 😊
{insert Google form}

And would an evening on Monday or Thursday work for you? Or are weekends better?

➡➡TURN IT INTO A PARTY

YAY! I'm excited to meet you! One last thing, I'm in the middle of {insert your goal!}, and I get credit for every woman I pamper! You have up to 4 spots to fill with women you love to join your appointment... I'll mail them the same free pamper kit you're getting! It's been really fun to "get together" and reconnect during social distancing! Do you wanna fill your spots?

👉 WHEN YOU INVITE HER FRIEND TO THE PARTY:

This is Sara Erb, I'm XXX's Mary Kay girl 😊 XXX thought you'd like to join us for her Virtual pampering next week... I'm excited! Would you mind filling this out real quick so I know what to send!
😊 Thanks so much! {insert Google form}

WHEN SHE NEEDS PERMISSION BEFORE GIVING REFERRALS ↴

Sure! I totally understand that. Here's the sample Text you can send your friends! Thank you so much for helping me!↴

Hey lady, my friend Sara is giving away a pampering kit and a virtual facial to a few of my friends. I thought you might enjoy it! I did one today and it was super simple & relaxing. Just wanted to make sure it was okay before I gave her your number... that work?

🔥🔥🔥 WHEN SHE WANTS TO INVITE PARTY GUESTS HERSELF ↴

Sure, we can do that! Here's a cute invite and a text you can copy and paste to your favorite friends! If you want to fill all 4 spots, my experience says you should ask 10-12. And I just need to know by XXX who's joining us so I can get the Pamper Kits out in time, please 😊 Thanks again!!
>> Text to send your guests↴

Hey girl! I'm so excited! I was given a virtual pampering session from Sara with Mary Kay and I can share it with 4 friends! You know how much I LOVE you, so you are one of the I picked! (check out the invite below) Could you text Sara @ XXX-XXX-XXXX with your RSVP so she can make sure to reserve your spot and send you the Pamper Kit in the mail!? She needs your response by XXX💕🥰

VIRTUAL BOOKING SCRIPTS :: EVENTS

INVITE to MK GROUP FACEBOOK EVENT:

Hey lady! My friends and I are having some while social distancing! 😊 It's a Pretty in Pink Facebook event all day Thursday! There'll be tips, the latest in skincare tech, gift-giving ideas, and lots of deals and giveaways - it's a don't miss event! 🎉 Want to be added to the group? 🌸

WHEN SHE SAYS YES to MK GROUP FACEBOOK EVENT:

Awesome! Here's the link to join: facebook.com/groups/XXXX

It's happening all day on XXXX so you can tune in when you can. A new video will be LIVE at the top of each hour so make sure to watch & comment on the videos you can to get entered to win the freebies! Do you have any questions?

FOLLOW UP if they Haven't Responded:

Hey girl, making sure you saw my last message... So excited for this event!

REMINDER for day of EVENT:

Hey girl! Today's the day! From 11am to 8pm EST, a new Tips & Tricks video will happen at the top of each hour in the Pretty in Pink Group! There will be prizes given away... Just comment/engage in the video and you're entered! I'll be on {or my director will be on} with a {"Girl on the Go" look} @ Xpm 🤗 AND the biggest prize will be given at the Xpm video tonight! Let me know what you learn that's new 😊 Enjoy!

WHEN SHE COMMENTS SHE WANTS THE DEAL and Follow Up:

- Hey girl! I got your comment about the deal 🤗 Which {i.e. color, skin type, etc) do you want?
- Any other deals you've seen that you'd like?
- Is a card, venmo, or paypal easier?
- Ok great! And we're doing a \$100 giveaway at 8pm EST! So if you can, make sure you're on then! 😊

INVITE to MK GROUP ZOOM EVENT:

Hey lady! My friends and I are doing a {Masking} Party this Monday @ 6:30pm EST over Zoom! You'll get to try different facial masks in real time and we're doing giveaways! 🎉 I have 10 spots to fill with friends, would you like to be one of them?

WHEN SHE SAYS YES to GROUP ZOOM EVENT:

Yay! I'm so excited, thanks for helping me! Would you fill this out real quick so I know what to send? {insert Google form} And since I have 10 spots to fill, what women in your life might love to join us? I'll send them the same pamper kit you're getting! It's been really fun to "get together" and reconnect during social distancing!

➔ VIRTUAL BOOKING SCRIPTS :: CONFIRMING

➔SEND DAY BEFORE

(take out the zoom app question if already talked them through it):

Hi Stephanie! Can't wait to 'see' you tomorrow for the Virtual Beauty Experience at XXX EST! 😊 Here is the link for the video call. Are you familiar with the app Zoom?

Link: zoom.us/j/XXXXXXX

Password: XXX

➔SEND DAY OF

Part 1:

Good Morning! 🌞😊 I can't wait to see you at XXX today. We will use Zoom below to do the video call. Simply click the link and it should open directly into the app! Let me know ASAP if you had trouble downloading the app so I can help sort it out before we start.

Part 2:

Please have these 7 things with you when we start the video call!

1. 💧 A bowl with water OR be next to a sink
2. A washcloth or towel
3. 🖋️ a pen or pencil
4. ➔👤📱🖥️ Whatever you're using for the video chat: phone or computer and a charger just in case it starts to die
5. 🧑 A hair tie or a headband so you don't get cleanser in your hair
6. 🪞 A mirror
7. 📦 And of course, your pamper pack that I sent you!

Do you have any questions?

📱 VIRTUAL BOOKING SCRIPTS :: OTHER

ALTERNATIVE for TURN IT INTO A PARTY:

➡➡ YAY! I'm so excited! Since I'm moving everything virtual, I'm in a new challenge called Glowing through the Ages. ✨ What's in it for you is that you get to share the virtual beauty experience with a few of your girlfriends of ALL ages too! I mail them the same Pamper Kit with goodies and samples that I'm mailing you and then we all get to do a virtual group hangout together! It's really been some fun during this wild time! Which 3-6 girlfriends would you like to include? ❤️

TRANSITION TO VIRTUAL PRE-COVID #2:

Hi Lisa! It's Sara Erb with Mary Kay...Plot twist! 🙌 Since life has drastically changed due to COVID, I'm working virtually for the time being! ❤️📱 I'll mail you a pamper kit with goodies and fun samples in it! We can then virtually meet over a 30-40 min video call instead of in person and I will walk you through what to put on your face! It's been a huge hit since everyone needs a little extra convenience these days! How does that sound?

↔️ YOU'VE WON DETAILS:

Great! You've won a ✨ VIRTUAL ✨ Beauty Experience facial and custom foundation matching...and you have up to 4 spots to fill with women you'd like to join us virtually too! Would you like to fill your spots or have it by yourself?

100 ➡ 100 PARTIES CHALLENGE!!

Hey Anna! I'm calling on my Facebook friends -new and old!- and am gonna be obnoxious for a minute to ask a favor! 🙄😁 I'm in a contest with my Mary Kay team to hold 100 📱 Virtual Facials this month 🙄 and I need some help to do my part! 🙏

I need like 30 women to let me borrow their face for a video chat facial. You get a cute little beauty kit that's custom for your skin to play with the products at home! Plus each participant gets entered to win some freebies 😍 Would you be willing to be one of my 30??