

REFERRAL BOOKING SCRIPT

Contact #1

Vicemail #1:

Hi Sarah! This is Stephanie with Mary Kay and we have a mutual friend in Bethany, I hope she gave you a heads up I would be reaching out! If not, this is going to be a super random message. I am calling because she has gifted you with a free pampering session and gift card in Mary Kay - which is really sweet of her. I told her to pick a few of her favorite women in her life to give one of these to and you were one of them! If you could give me a call or shoot me a text I'd love to explain what this all means if she hasn't already. My number is 719-555-555.

Text #1 follow (next day):

Hi Sarah! This is Stephanie with Mary Kay and I left you a voicemail yesterday (wanted to make sure you received it). Your wonderful friend Bethany said text might be the best way to reach you anyways :) She was gifted with a few pampering sessions that include a \$15 gift card & a mini facial/makeover for her fave people and she wanted one of them to go to you! Is texting or talking over the phone easier to explain the details? I hope you are having an awesome day!

Contact #2 3-7 days after contact #1

Vicemail #2:

Hi Sarah! This is Stephanie with Mary Kay touching base again. I still have a fun pampering package from your friend Bethany that is all yours. So if you just give me a call or shoot me a text, I would love to explain what all this gift is. I can't wait to chat with you!

Text #2 follow up a few hours after #2 voicemail:

Hey Sarah, it's Stephanie with Mary Kay checking back in. I didn't hear back from you and wanted to make sure you didn't miss out on the pampering gift that you got awhile back from Bethany. Is text or phone better to communicate this time around? If I don't hear from you I'll touch base again in a few days :)

Contact #3 3-7 days after contact #2

Vicemail #3

Hey Sarah, this is Stephanie with Mary Kay touching base with you one last time regarding the pampering session that Bethany had given you. It is about to expire so I wanted to try to get connected before that happened. If you could give me a call or a text as soon as you can, I will make sure that this gift doesn't get wasted. I hope you are doing well and talk soon!

Text #3 follow up a few hours after #3 voicemail:

Hi Sarah, this is Stephanie with MK trying one last time to reach you regarding your pampering session you got awhile back from Bethany (I totally don't mean to bug you at all). Please call or text me ASAP because if I don't hear back from you, I will assume you're really busy right now and want your gift to go ahead and expire?