

# Dialog Helper

The dialogs here are simply suggestions to help you get started. However, as you gain more confidence in talking about your new business, I'm sure you'll adjust these dialogs to fit your own personality and the flow of the conversation! Read the dialog and get an understanding of the concept it is trying to express. Then, put your own words in it and you'll do just fine!

## Call the First Customer List

Hi Sue, this is Mary. Do you have a minute? I'm calling because I have some exciting news. I have started my business as an Independent Beauty Consultant with Mary Kay® Cosmetics and I'm calling to borrow your face! As part of my initial training, I need to give 30 complimentary facials in my first month. If you don't already have a Beauty Consultant, can I count on you to help me?



## If she says yes:

- That's great. Thanks. When we get together, is there any reason why you couldn't share your facial appointment with 3 or 4 of your friends? That way, I can get to my goal much faster. I'd like to offer you a special gift for your help. It's my way of saying thank you for helping me get off to a good start!

## If she says no (which may happen, please don't take it personally)

- I completely understand. Since my goal is to complete 30 facials in my first month, can I ask if you know of anyone that I can contact who might love to have a complimentary facial? And I'll have a special gift for you for any of your referrals who has a facial with me.

## If she says no (because she DOES have a Beauty Consultant)

- That is great. Well, at least I know you are using the best product on the market! [Ask about her family, job, etc. to finish the conversation].

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## Give Out Your Business Card

First engage in a friendly conversation. Find something in common to talk about. For instance, while standing in line at the grocery, you could comment to the lady beside you that food prices have gone sky high! And then mention that even in a down economy, women will still find ways to buy lipstick! Then say something like this . . .

- You know, we are giving away \$10 gift certificates with every free facial . . . I don't have one with me right now, but I do have my business card. Let me write on the back that \$10 offer with a facial. Have you ever had a facial with Mary Kay?

\*Not everyone you have a conversation with will result in giving your card. Don't force it. As you're out and about and are friendly to people, you'll know when it's right to talk further about your business. The key is to just develop friendly conversations that might lead to a business contact.

## Share The Opportunity With Others

When you call your friends/family, say something like this:



Hi Sue, this is Mary. Do you have a minute to talk? It's been an exciting time for me these past few weeks with getting my business as an Independent Beauty Consultant with Mary Kay® off to a good start. The reason I'm calling is because I just couldn't imagine me having such a great opportunity without sharing it with you. Sue, I don't know if you would ever be interested in a career with Mary Kay, but I think you would be good because . . . **[Fill in the blank of WHY you think she would be good]**. I would love to get together with you soon and give you some facts about the Company and the reasons why I started. And please don't feel like you're obligated to sign anything. I just want to share with you what I learned in case it would be something you're interested in. Is there any reason why you wouldn't like to know more?