**Booking from “Registered Brides” List:**

**(People you did not meet at the event)**

**When they pick up the phone…**

Hi \_\_\_\_\_\_\_\_\_\_\_\_\_, my name is \_\_\_\_\_\_\_\_\_\_, and I’m calling from the Executive

Team of the Bridal Boutique, and Mary Kay. I get to call and congratulate you! We

have given away (40\*) Pampering Sessions to the ladies who registered at the

Bridal Bazaar as a gift of appreciation and a thank you, and you were gifted with

one of them.

What it includes is a Hand Treatment, Lip Treatment, Skin Care Treatment and

we end with a simple Mineral Powder Makeover. You get to include up to 5 of

your friends, if you like. They each get all the treatments as well, and then you

will be treated to an additional color gift and a product of your choice from our

store at ½ price. It doesn’t cost anyone anything. We put this together for you

and your friends to relax, be pampered and have fun experiencing our products!

We can do it one of 3 places: We have a studio in San Marcos, Mission Valley, or

*(\*if you have at least 3 women join you\*)* we can come to YOU at your

convenience. What would work best for you?

(Then book)

*\* This optional part of the script will depend on whether you want the facial no matter what. If you*

*are really booked us this part of the script but if you need appointments, book her so that you can*

*start building to a full calendar.*

**Answering Machine-**

Hi \_\_\_\_\_\_\_\_\_\_\_\_\_, my name is \_\_\_\_\_\_\_\_\_\_, and I’m calling from the Executive

Team of the Bridal Bazaar and Mary Kay. I get to call and congratulate you! We

have given away (40\*) Pampering Sessions to the ladies who registered at the

Bridal Bazaar, and you were gifted with one of them. Give me a call back at

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. If you get my voicemail, please leave me the best time and

number at which I can reach you. My number again is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Working with Old Leads from a List- (People you never met in person)**

Hi \_\_\_\_\_\_\_\_\_\_\_\_\_, my name is \_\_\_\_\_\_\_\_\_\_, and I’m calling from the Executive

Team of the Bridal Bazaar and Mary Kay. We gave away (40\*) Pampering

Sessions to the ladies who registered at the Bridal Bazaar back in \_\_(date of

expo)\_\_\_ and you were gifted with one of them, but we realized that you hadn’t

ever collected on it…

*(Continue with appropriate script for either answering machine or in person.)*

***Answering Machine:*** *Give me a call back at \_\_\_\_\_\_\_\_. If you get my voicemail,*

*please leave me the best time and number at which I can reach you. My number*

*again is \_\_\_\_\_\_\_\_.*

***In person:*** *What it includes is…..*