

# Script for 12 Days of Christmas



Hi \_\_\_\_\_! This is \_\_\_\_\_ with Mary Kay.  
I'm your wife \_\_\_\_\_ Mary Kay Beauty Consultant.  
Do you have a minute? Great! You know Christmas is just  
around the corner, and I'm calling to save your life! No  
malls and no decisions; does that sound good to you?

I have a great gift option for \_\_\_\_\_. She will go crazy over this; and, well, you will look  
terrific.

It's a 12 Days Christmas basket. Each day, for the 12 Days prior to Christmas, she will receive a  
gift out of her basket and open it. Each Day she will open a special gift hand picked for her.  
There are 3 options to choose from: 199, 249, or 299. Would you like to go with the 299, or is  
the 199 more of what you had in mind? (Then let him speak first)

Great! Your wife is taken care of; how about your \_\_\_\_\_? (Insert daughter, mother,  
secretary, etc.)

Now, how would you like me to deliver these? (Schedule a delivery time)

I take all major credit cards, checks, or cash... which would you prefer to use?  
Thanks so much for your business!!!



Money that can be made from  
12 days baskets just using the  
\$199 package as an example:

12 Day Baskets @ \$199 =  
\$995 in Sales =  
profit of \$497.50

Sell  
5

12 Day Baskets @ \$199 =  
\$1,990 in Sales =  
profit of \$995.00

Sell  
10

12 Day Baskets @ \$199 =  
\$2,985 in Sales =  
profit of \$1,492.50

Sell  
15