

## DIALOGUES

It is important to grasp the concept of the following dialogues. Learn and memorize the important phrases so you can adapt to any situation.

### ANY PHONE CALL DIALOGUE OPENING:

1. Hello, may I speak with \_\_\_\_\_?
2. Hello, \_\_\_\_\_. This is \_\_\_\_\_ with Mary Kay calling. (There is magic in the word “Calling”—it’s like wrapping a special ribbon around your name. “Calling” instantly builds curiosity. This works to your advantage because curiosity generally yields positive responses. BE SURE TO PAUSE BRIEFLY AFTER THE WORD “CALLING”).
3. If she does not know you or may not remember you, say something like:  
I understand you are a good friend of \_\_\_\_\_.  
I understand you are a teacher at \_\_\_\_\_.  
If you recall, we met briefly at \_\_\_\_\_ last week.  
If you recall, you attended \_\_\_\_\_ class, clinic, etc.
4. Do you have just a minute? Or Do you have a quick minute?  
If she says she is in the middle of something, say “That is not a problem when would be a good time for me to call you back?” or “That is not a problem, could I call you back in about an hour?”  
IT IS VERY IMPORTANT THAT YOU ASK PERMISSION FOR THEIR TIME! This is what separates you from telemarketing solicitation.
5. State your reason for calling. “The reason I’m calling is \_\_\_\_\_”

### SCHEDULING APPOINTMENT DIALOGUE:

Your objectives are to:

- Get an appointment or an objection
- Explain the purpose of your call
- Be very personable, be caring, be yourself
- Use words like “Let’s get together and play with some colors”, “pamper you”, “I need your help”, “I would really value your opinion”, “Can I borrow your face to model some colors in my Portfolio?”, “Let’s find a time that will work for us.”, “. . . have a couple of friends to join you”
- Remove words like “Class”, “Hostess”, “Book”, etc. from your vocabulary

### BODY OF THE CONVERSATION:

1. The reason I’m calling is to schedule a time for us to get together for the makeover we discussed . . . .
2. The reason I’m calling is I’m scheduling Holiday Makeovers (Makeovers for the new year—A new year, a new you, Makeovers to teach some new Spring Designs, Makeovers to teach some cool Summer Makeup Designs, Makeovers to show our new Fall Line, etc.) to teach and practice some new simple glamour makeup application techniques I’ve just learned which I know will give you so much confidence with glamour application. I know you will want to look your best for the holidays (New Year, spring, summer, fall). I’m so excited about all I have to share and I know you will be too . . . .
3. The reason I’m calling is I wanted to see how you liked the \_\_\_\_\_ I gave you to try. (Ask her a few questions about the sample you gave her. For example: How did you like the color; was it just your color, too light, too dark, too bright? How did it feel?, etc.) You’ve been so great to give me feedback on our \_\_\_\_\_. I’d really love to get your opinion on our skin care. Is there any reason why we couldn’t get together and let you try it and give me your opinion? . . . .

4. The reason I'm calling is your friend, \_\_\_\_\_ is a great client and I ask her who she knew who liked to look their best and were not currently using Mary Kay and she immediately thought of you. I'm looking to feature some women who are not currently using Mary Kay in my portfolio of different looks on different skin tones, eye colors and face shapes. \_\_\_\_\_ said she thought you'd be great because \_\_\_\_\_. Would you allow me to pamper you with a makeover and borrow your face for the contest; we'd have a lot of fun playing with the colors?
5. The reason I'm calling I have some brand new things that have just come out and I can't wait to show them to you. I know you're going to love them. . . .

(Remember, every profession has a practice period. Doctors practice as Med. Students first. Teachers first practice as Student Teachers. Hair Dressers practice in the School Hair Salon before getting their license to cut hair. New techniques and new tools are tried out in practice by every profession. Therefore, scheduling "practice appointments" or "makeovers to try out some new designs or techniques" is very accepted and expected in the world today.)

#### ENDING OF THE CONVERSATION:

"When would be a good time for us to get together—the first part of the week or the latter part of the week? \_\_\_\_\_ day or \_\_\_\_\_ day? \_\_\_\_\_ time or \_\_\_\_\_ time?"

(As an afterthought say) "You know, I just know you are going to want some of the new things I'll be showing so your can recreate your design for yourself each day and I'd love to be able to give you some things free; can you think of 3 to 4 women who you know who always want to look their best and ask them to join you. If we have three others besides you, have at least \$150 in sales and hold on our original date, then I can give you \$75 in products of your choice for just \$25. Does that sound like a special treat for you?"

I'll want to get the names and telephone numbers for those who will be joining you in the next couple of days because I'll need to get some skin type and color information from them to help me prepare for each person. Let's see today is Monday, could I call you back on Wednesday to see who will be joining you? What time Wednesday would be a good time for me to call? Morning or afternoon?

**IF THE PERSON YOU ARE CALLING SEEMS HESITANT OR GIVES AN OBJECTION (Be prepared for the objections and concerns. Keep in mind that objections are just their way of letting you in on what they are thinking. You are far better off with an objection than a flat out "No".):**

Human nature tells us people take action based on their needs or motivations. You help your prospect take action by listening to what she said, saying you understand, repeating her concern, and then trying to overcome her objection or concern. For example she says "I don't use makeup". You say: "It's ok that you don't use makeup. I do understand. However, if you could improve one aspect of your skin, what would it be?" or she says "I already use a skin care line that I'm happy with." You could say "I understand and I'm glad you are using skin care. If you could improve any aspect of your skin care program for the benefit of your skin, what would it be? It would help me so much to get your opinion of how what you are using compares to Mary Kay's skin care and glamour products." Review and study the attached Needs and Benefits and Concerns and Responses to help you learn the answers to all of the objections and concerns you may encounter.