

## **Gloria Mayfield-Banks' Warm Chatter Call Back Script**

Hello, may I speak with (contact name). Hello (contact name) this is (consultant name). I'm so glad I got you on the telephone. We met at (meeting place, day). You remember I am a beauty consultant with Mary Kay Cosmetics. I told you I was going to give you a call to find out if it is worth us spending some time and getting together. Do you have a quick minute? (If not, ask when would be a better time to call.)

Tell me (contact name), have you ever tried Mary Kay before? You have (haven't) great!

IF HAVE TRIED: How long ago was it? I'm so excited (contact name) that I'm going to have the chance to introduce you to the new Mary Kay. There have been so many changes and I know you're going to absolutely love it!

HAVE NOT TRIED: I'm so excited (contact name) that I'm going to have the chance to be the first to introduce you to Mary Kay. It is the best selling brand in the United States and I know you're going to absolutely love it!

From our conversation yesterday (contact name), I know that you work. What do you do? Let me tell you about me. I have built a customer base of busy, professional women. I cater to these women by making sure they feel pampered, keeping them supplied with products, and saving them time by delivering products to their home or office.

I'll tell you, people get together with me for three reasons. First, because they are really interested in skin care. Second, because they are interested in color cosmetic application. And third, they just like to be pampered with great customer service. They really enjoy being taken care of. So tell me (contact name), which of those fit you? Really?

I have been challenged by my director to get the opinions of 15 women of the Mary Kay products in the next two weeks. Is there any reason why you couldn't help me with my challenge and get together with me for 45 minutes to an hour so you can give me your opinion?

Set appointment-using choices of times.

Get directions.

(Contact name), you can count on me being there. This is my business and I'll be there rain or shine. Let me give you my number so you can put it in your date book next to our appointment. I'll give you a reminder call a day or so before our appointment. I am so excited. We are going to do some great work together. I'm looking forward to it!

Make offer to share with friends, growing facial into party.