

Hi! May I please speak to _____? Hi, _____! This is (*first AND last name*), and I understand you're a friend of _____?

Great! I'm _____'s Mary Kay consultant, and she gave me your name as someone she'd like to treat to a complimentary beauty experience and Mary Kay gift card! (*don't stop here to breathe—keep talking*) We take about 45 minutes to pamper your skin, and then you can use your gift certificate on whatever you love! How does that sound for a special treat?!

Great! What works best in your schedule: (*give two choices like “daytime or evening?” “Monday or Thursday?” “6 or 7?” until you narrow down a date and time.*)

Now, just so you know, you're allowed to share your appointment with up to five friends! It's completely free for them! They'll receive a facial as well, and you'll get more free product!

I'll call you a few days beforehand to verify that date and time will still work and then you can tell me if you'll have any friends over so I can be sure to have enough supplies for everyone!

Thanks, _____! I look forward to pampering you!

VOICEMAIL/TEXT #1:

Hi _____! This is Amy Deitemeyer with Mary Kay. I'm a friend of _____. She and I got together for a Mary Kay facial a few weeks ago, and she absolutely LOVED it! She thought that you would enjoy a facial too & a gift card from her! I can't wait to give you more details! Please contact me at: 567.239.1300. Thank you!

VOICEMAIL/TEXT #2:

Hi, _____! This is Amy Deitemeyer with Mary Kay trying to reach you again about your complimentary beauty experience and gift card from _____. Please contact me back at 567.239.1300 so I can get you the details. If I don't hear back, I'll try again in a few days :)

VOICEMAIL/TEXT #3:

Hi, _____! This is Amy Deitemeyer with Mary Kay trying to reach you once more about your gift card and complimentary beauty experience from _____. Contact me back by _____, please. Otherwise I'll assume you're really busy right now and try back in a couple months :) Thank you!