**Prestige Client Scripting**

**SCENARIO #1**

Client needs Dream session, has had 2 appts and purchased (pampering session, party, guest to Success Event)

**Reach out via text (or call)**

Hey Mary, I’m so excited! I’m not sure if you realized or not, but you are very close to becoming one of my Prestige Clients!

Wait for her response…it’s usually..Really? That’s exciting. What does that involve?

Yes! It’s such an amazing program we have for our most loyal and supportive clients! Do you have a few minutes today that I could call you quickly to explain all the details? I’m so much better over the phone!I really don’t want you to miss out on this. It’s such a huge deal!

Wait for response… Great! That’s wonderful! (SET UP TIME TO CALL)

I’m going to text you over The Prestige Client loyalty card in the meantime so you can see all you’re eligible for and that’s not even all the perks I offer! Can’t wait to chat!

TEXT OVER LOYALTY CARD

**Once you’re on the phone:**

Hey Mary! (Make a little small talk about family etc)

Well, I promise I won’t keep you too long, but I’m so excited to get you enrolled in the special program! You deserve it!

Let me tell you a little about what to expect….The Prestige Client program is a special program only in our MK family to honor our most supportive clients. Thank you so much for all you’ve done. You’ve been amazing to work with!

(Review some of the perks you offer)

Any questions so far? You’re probably so curious!

So far, we’ve had 2 really great MK experiences together, and the only part left to qualify you is what we call a Dream Session.

Could I explain what that is to you? Yes? Great!

A Dream session allows us to get to know you better as our client, and it in turn, gives you a snapshot into the world we are a part of so you can see the power of being a MK client. It’s  a very uplifting experience.

I’ll have an inspiring video for you to watch beforehand. You’ll come up with 3-5 questions to ask about what we do in Mary Kay and how we make money. We’ll meet with my Sales Director over coffee or conference call, and she’ll have  a series of questions for you to help uncover your dream life. Not only do you see the impact that your support of my business has made, but we get to discover more about you and how we can support you in the future. It’s such a positive experience. I really can’t wait to hear more about you.

Any questions I can answer for you?

Give a choice of 2 dates (coordinate with your Sales Director ahead of time for a few dates she’s available to help you facilitate this Dream Session)

Thank you so very much! I can’t wait to officially call you a Prestige Client!

BRING A LOYALTY CARD WITH YOU TO THE DREAM SESSION

**SCENARIO #2**

Client has had one appt, needs one more appt and a dream session

**Reach out via text (or call)**

Hey Mary, I’m so excited! I’m not sure if you realized or not, but you are very close to becoming one of my Prestige Clients!

Wait for her response…it’s usually..Really? That’s exciting. What does that involve?

Yes! It’s such an amazing program we have for our most loyal and supportive clients! Do you have a few minutes today that I could call you quickly to explain all the details? I’m so much better over the phone!I really don’t want you to miss out on this. It’s such a huge deal!

Wait for response… Great! That’s wonderful! (SET UP TIME TO CALL)

I’m going to text you over The Prestige Client loyalty card in the meantime so you can see all you’re eligible for and that’s not even all the perks I offer! Can’t wait to chat!

TEXT OVER LOYALTY CARD

**Once you’re on the phone:**

Hey Mary! (Make a little small talk about family etc)

Well, I promise I won’t keep you too long, but I’m so excited to get you enrolled in the special program! You deserve it!

Let me tell you a little about what to expect….The Prestige Client program is a special program only in our MK family to honor our most supportive clients. Thank you so much for all you’ve done. You’ve been amazing to work with!

(Review some of the perks you offer)

Any questions so far? You’re probably so curious!

So far, we’ve had 1 really great MK experience together, and the only part left to qualify you  is for us to get together for an updated appt and then hold what we call a Dream Session!

What is something that you are SO curious about learning, but we didn’t get a chance to cover at your last beauty session? That’s what I can treat you to at your updated session!

REALLY GET IN DEPTH ON WHAT SHE’D LIKE TO LEARN

If she’s not sure…go back to her profile card and roll up sheet to see what she circled but didn’t purchase, offer for her to be a face model in your portfolio or get her excited about our newest product launch.

Could I also explain what to expect with the Dream session? Yes? Great!

A Dream session allows us to get to know you better as our client, and it in turn, gives you a snapshot into the world we are a part of so you can see the power of being a MK client. It’s  a very uplifting experience.

I’ll have an inspiring video for you to watch beforehand. You’ll come up with 3-5 questions to ask about what we do in Mary Kay and how we make money. At the end of our appt, we’ll FaceTime my Sales Director in or she can pop by if that’s OK with you, and she’ll have  a series of questions for you to help uncover your dream life. Not only do you see the impact that your support of my business has made, but we get to discover more about you and how we can support you in the future. It’s such a positive experience. I really can’t wait to hear more about you.

Any questions I can answer for you?

Give a choice of 2 dates (coordinate with your Sales Director ahead of time for a few dates she’s available to help you facilitate this Dream Session…she can FaceTime in or pop in at the close of your appt)

Thank you so very much! I can’t wait to officially call you a Prestige Client!

BRING A LOYALTY CARD WITH YOU TO THE APPT