

# Script for Booking Booth Leads



Hi \_\_\_\_\_! It's \_\_\_\_\_ from Mary Kay! You entered to win a pampering session at \_\_\_\_\_ (location where you got the lead) - I hope you remember! I'm so excited to tell you that you were one of our winners! I just need to confirm that this is the correct number. Will you just text me back real quick to let me know that this is you?  
(Wait for response)

Awesome! So here's the deal: You won a pampering session for you and 5 friends, a Glam Bag that has products, samples, and other fun stuff inside, and each of your guests gets a mini Glam Bag too! You also get a \$25 gift card to use towards any products that you might fall in love with that day. It's a lot of fun, and I promise you'll feel so pampered!

Let me check the schedule to see what times we have available.  
Do you need a week day or a weekend session?  
(Book her for a time slot)

Ok great! Now remember you get to bring 5+ friends who will get a Glam Bag mini. I'm going to send you a text invite that you can send to your friends to let them know that you are gifting them a bag. Tell me, \_\_\_\_\_, who would you like to give the Glam Bag Minis to? (Write the names)

## You're Invited!



Ok great! I have you all set! I will now text you over a cute invite for you to send out to your friends. I'll check back with you tomorrow just to make sure they can make it.  
(Create a cute invite on an app and send it to her)

Congrats \_\_\_\_\_! I'm so excited to meet you!  
We're going to have so much fun!

Remember that it is your goal to get leads from the booth, not to sell product. Mary Kay has very strict guidelines on where we can have booths, as well as what kind of business we can conduct while there. We recommend reading the Legal Ease Guidelines on Mary Kay In Touch (Found under Resources – Legal – Legal Ease) to familiarize yourself with the rules. Our Legal Department is also a great resource if you have questions. You can call them at 800-272-9333.