



Valentine's Day Selling Scripts

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Text Message! I am so excited! With Valentine's Day coming up soon, I have some fun ideas to share with you. I also have a special gift certificate just for you! When can I call you with the details? Note: Gift Certificate can be one she gets to apply to her purchase. You can decide amount. Your gift certificate should also include a Valentine's Day Pampering Session for her.

Calling Current Customers:

"Hi, _____, it's _____ your Independent Mary Kay Beauty Consultant. I'm playing Cupid today and wanted to call you to let you know about some special and very sweet gifts I have for Valentine's Day. I have all price ranges for almost everyone on your list from sweethearts to daughters, moms and best friends. I'm happy to gift wrap and deliver and make your life easier. Do you have someone on your Valentine's Day gift list that I can help you with? Listen, ask price ranges, make suggestions. "By the way, _____, I'd also be happy to play "Cupids Helper" and contact your sweetie and let him know what would make you smile. If you have something in mind, you can let me know and I'll give him a call. Or, you can go to my web site and shop, shop, shop and then when checking out, indicate that you will be contacting me for payment choices and that will be my cue that's your wish list." If she's interested in you contacting her husband/boyfriend, get his number and best time to call.

Calling Husbands/Significant Others:

"Hi, _____, this is _____ and I am _____'s Independent Mary Kay Beauty Consultant. With Valentine's Day right around the corner I thought you might like to know about some special Mary Kay products that _____ loves (or mention something she has been wanting). If you are needing something special for _____ for Valentine's Day I wanted to offer you my special gift service. Because _____ is one of my preferred customers, you would automatically receive a 10% discount. I have all price ranges. I also offer gift wrapping and delivery. Or, if you prefer, a gift certificate is always greatly appreciated and she can pick choose exactly what she wants. Either way, gifts are always exchangeable. Tell me _____, may I help you with a Valentine's Day gift for _____?"

Note: You may want to create 3 Deluxe Gift Baskets with different price points. For example...\$99, \$199, or \$249. Men are typically interested in the price, not the content. I have found when given 3 prices, they will usually take the middle one. ☺

Pillow Gift: ("Thinking of Love or Thinking of You Perfume" is a great choice) If he has already decided on something else to give her...Say, "Oh, that's great! Well then, may I suggest, a small, romantic pillow gift? This is a special gift which you would place on her pillow on Feb. 14th. The gift comes with a sweet poem. Trust me, she'll love it & will think you are the most romantic man in the world, guaranteed!"