

Beauty Moments

Standout Smoky Eye

SALES DIRECTOR, NADIA MACDONALD'S REACH OUT AND FOLLOW UP SCRIPTS

Reach-Out Script to Sell: Private Message or Text

Hi (name)! How have you been doing? (Be sure to have a meaningful conversation and build connection before going into this script). I wanted to reach out because I immediately thought of you when I heard all about the *Standout Smoky Eye* Beauty Moment from Mary Kay! It includes everything you need to achieve the perfect smoky eye, with easy to follow steps! Plus, it's available in two palettes to choose from – the Golden Smoky palette and the Silver Smoky palette! The *Standout Smoky Eye* Beauty Moment is available for \$84 for a limited time. If you're interested in purchasing one, I'd love to connect virtually and walk you through each step. I know you'll master it in no time!

(Include a photo of the *Standout Smoky Eye* Beauty Moments)

Reach-Out Script to Book a Virtual Appointment Using Smoky Eye Kit: Private Message or Text

Hi (name)! How have you been doing? (Be sure to have a meaningful conversation and build connection before going into this script). I wanted to reach out because I immediately thought of you when I heard all about the *Standout Smoky Eye* Beauty Moment from Mary Kay! It includes everything you need to achieve the perfect smoky eye, with easy to follow steps!

I'll be launching this season's Beauty Moments soon and I thought you'd be the perfect fit to partner with! I know how much you love makeup and classic beauty looks, so what better time to share that love with others?! How do you feel about bringing a group of ladies together – virtually, of course, to learn how to achieve the perfect smoky eye in just a few steps? I'd love to set you up with your very own set as a hostess gift!

The STAR Method Inspired by the 2+2+2 Method to follow up with your guests!

Social Media Same Day

Create a social media post or poll asking what products your followers would like to try.

Text Message/ Email 2 Days Later

Send a follow-up text or email to see if she's received her *Standout Smoky Eye* Beauty Moment in the mail. If you've made a hand-delivery, this is a great time to follow up and offer any further assistance to achieve a *Standout Smoky Eye*. If she purchased at the party, follow up to thank her for attending and to say you hope she's happy with her purchase. Let her know she can message you with any questions about the products or how to use them.

Here's an example: Hi (name)! I just wanted to check in and see how you're doing with your *Standout Smoky Eye* Beauty Moment. Have you gotten a chance to try it out yet? Either way, I would love to book a quick time to chat with you virtually and I can walk you through the application and answer any other questions you might have!

Appointment 2 Weeks Later

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SALES DIRECTOR, NADIA MACDONALD'S REACH OUT AND FOLLOW UP SCRIPTS (**CONTINUED**)

Check their progress at their follow-up appointments. Encourage each woman to host a skin care class and highlight the hostess rewards program.

Here's an example: Hi **(name)**! I wanted to hear when you're debuting your *Standout Smoky Eye*? How did it go? I knew it would be perfect for you. To make this look last even longer, the (select one) Mary Kay® Eye Primer/ Mary Kay® Lash Primer/ Makeup Finishing Spray would be so perfect!

Also, I wanted to let you know that I'm hosting virtual *Standout Smoky Eye* lessons with groups of people online. If you'd be interested in hosting one, there's a complimentary hostess gift in it for you!

OR

Would you by chance be interested in being a *Standout Smoky Eye* ambassador? You'll get a complimentary hostess gift just for inviting a few friends to learn how to achieve the perfect *Standout Smoky Eye*. The lessons will be held virtually, so it's easy to participate!

Response: "I haven't tried it yet."

"I completely understand! It's difficult to find time. If you're open to it, I would love to take 15 minutes to show you how to apply these quality products to achieve the perfect *Standout Smoky Eye*. Do you have 15 mins to chat virtually today or tomorrow?"

Response: "Honestly, it's not for me. I don't think I am going to use it."

"I completely understand! I would love to spend some time showing you how easy it is to use, and if it's still not something that's for you, I'd be glad to switch it up and find you something you love!"

Reorder **2 Months Later**

Prompt your customers to reorder products. If the products are no longer available, offer an alternative. Suggest new products based on the questions you asked during the Beauty Moments lesson, or on your social media post/poll.

Here's an example: Hi **(name)**! I'm checking in to see how you feel about your *Standout Smoky Eye* Beauty Moments that you got back in **(date/month)**. How are you liking it? It makes achieving the perfect smoky eye so easy, right?! I bet you've mastered it! Let me know when you're ready to try something new. There's tons of beauty and makeup products I'd love to show you!