

# Microdermabrasion

## 10 Class Booking Script

Thank you Lynn Sipe for this awesome script and D'vorah Lansky for transcribing it!!!

Hi \_\_\_\_\_ this is \_\_\_\_\_ with Mary Kay, do you have a quick minute?

GREAT! I just (my Director just) returned from Director Leadership Conference in New Orleans and do I have some exciting news for you.

Mary Kay will have available in March, an in-home **MicroDermabrasion product**, and I am so excited, I (my Director) had the opportunity to try it and I could not believe the results.

Are you familiar with this process that up until recently has only been available at spas and salons? (At this point describe the MDA product benefits.)

\_\_\_\_\_, I have selected ten of my very best customers to receive it for FREE, can you believe it? All you have to do is invite [five ] of your friends who do not have a Mary Kay Consultant to get together for a pampering skin care party between now and \_\_\_\_\_ [choose a 3 week time frame max].

OH, just one more thing, we will need to hold your party on the date we select in order for you to receive such an awesome hostess gift otherwise we'll both drive ourselves crazy trying to reschedule, does that sound fair?

(At this point explore dates and create a sense of urgency by sharing..) I have accepted a company challenge to have ten parties in February to receive recognition at our Career Conference in Providence so I am committed to filling my schedule book and want to save time for you.

Schedule a time 24-48 hours to call and get her guest list w/ phone #ers so you can be prepared for each guest's individual preferences.

If you need an extra boost here, add what's in it for the guest, optional:

Tell the guests that they can get one item at 30% off!!

### REFINE & REPLENISH IN 2 QUICK STEPS

DOES YOUR SKIN LOOK AND FEEL OLDER THAN YOUR AGE?  
THEN TAKE A LOOK AT WHAT'S COMING!!

- Mary Kay will release a new product VERY SOON that will give you **immediate** results in just one treatment.
- Our New Microdermabrasion Set immediately fights fine line, refines pores, and achieves beautifully smooth skin in just two steps: Refine and Replenish! The best news yet: It's only \$55.
- Step 1 is an Alumina Oxide that gently refines the skin.
- Step 2 is a soothing serum that contains Vitamins, anti-oxidants, and anti-irritants that replenish the skin. There is no other product on the market like this one!! It is **CUTTING EDGE!!**
- This set can be used 2-3 times a week and is designed to work directly with the Time Wise Miracle Set (3-1 Cleanser, Age-Fighting Moisturizer, Day/Night Solutions, and Foundations).

Fight fine lines, refine pores and achieve beautifully smooth skin **immediately** with the TimeWise Microdermabrasion Set. In consumer tests, 64 % of users saw an **immediate** improvement in their skin. And the benefits get even better.

After using the TimeWise Microdermabrasion Set for one week\*

**85%** saw an improvement in skin texture

**73%** saw a reduction in fine lines

**71%** saw pores that looked smaller

\*In a consumer study conducted by an independent research facility.