**Sharing Appointment Tips, Scripts and Tools!**

First, create a list of women you would be honored to introduce to your Director or National.

Prospects may include those who: were previous hostesses (she has a circle of friends), and/or who call for reorders before you call her (she LOVES the product), and/or have spent $100 or more at her first appointment (can afford the starter kit), and/or intimidates you (successful in her career or life), is nice, and you like her!

From NSD Dawn Otten Sweeney: look for these target market qualities, and best if she has 3 out of 5:

1. Between the ages of 25 & 55
2. Married
3. Some education post high school
4. Has child(ren)
5. Owns a home

**Script to ask prospects for a sharing appointment**:

“Hi \_\_\_\_\_\_\_\_\_\_\_, it’s Mary Ann with Mary Kay! Do you have a quick minute? \_\_\_\_\_\_\_\_ I’m so excited!! I just talked with my Director and she told me she thinks I would be a great Leader in Mary Kay! I was so happy to hear that, as I really want to move up in my business! One of the first things I need to do is to share my presentation notebook with 12 women this month, and I thought of you because you are \_\_\_\_\_\_\_\_\_\_\_\_ (professional, a woman of integrity, such a devoted mom, a leader in your company) and I would truly value ***your*** feedback and critique of my presentation. It would take about 30 minutes, and I would like to treat you to \_\_\_\_\_\_\_\_ (coffee, dessert, lunch), and a free product gift for your time and opinion. Is there any reason why we couldn’t get together next week \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (offer two choices)? It would really help me get closer to achieving my 1st challenge and I would be ***so grateful***!”

If she hesitates, and says, “are you asking me to sell Mary Kay?” or, “I’m not interested in selling Mary Kay” – respond with “I’m not asking you to become a consultant. I’m asking you to listen and offer me your opinion of the presentation and the information I share with you. After hearing the information, you might think of women you know that might be a good fit for Mary Kay! You would be a great talent scout for me, and I offer a $50 product gift to anyone who refers someone who becomes a consultant!”

**Presentation Notebook**: 10 Reasons Notebook Document (posted on Dawn’s website). Include pictures of Star Prizes, Seminar jewelry, Applause Magazine commission checks, your goals & dreams, career cars, your NSD, Director, family. Include copies of your weekly accomplishment sheets – one with your best week, one with “reorders” only. Include copy of your best commission check, or Director/NSD’s check.

**Script to use during individual consultation at a party**:

“Sue, I have been watching you during the party, and I noticed you were \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (so nice, complimenting others, helping me during the party), and these are the qualities we look for in Mary Kay. This business might not be for you, but Mary Kay the lady always said that women like to make educated decisions, so I’m wondering if you would be open to take home some information about our opportunity and then meet with me for coffee/lunch to talk about it?” Wait for her response, then say, “Great! I have \_\_\_\_\_\_\_\_\_or \_\_\_\_\_\_\_\_\_\_\_\_\_at \_\_\_\_\_\_\_\_\_open this week, which is better for you?” Set the appointment and say, “I’m so excited to meet with you! I will have a product gift for you too, for helping me practice my presentation!”

**Recruiting/Information packet**:

* Independent Beauty Consultant Agreement (Section 2 part number: 134556)
* Starter Kit content flyer (posted on Dawn’s website)
* Steps to Success brochure (Section 2 part number: 135226).

Ideas shared by Mary Ann Knox, Ind. Future Exec. Sr. Sales Director - GGYIG 2019