

## **MARY KAY- CRANKIN RANKIN EVENTS AND SCRIPTING**

1. MONDAY NIGHT VIRTUAL CLIENT GROUP
2. PANELS
3. \$15 in monthly dues (via propay or venmo) cover drawings at events and samples

### **PROCESS AND SCRIPTS BELOW FOR EVENTS**

#### **MONDAY NIGHT MK CRANKIN RANKIN CUSTOMER GROUPS**

1. THIS IS 2X PER MONTH (WILL DO WEEKLY IF UNIT BUILDS MORE NEW CLIENTS IN THERE AND MORE INTERACTION)
2. THIS IS A 30 MINUTE QVC STYLE EVENT MICHELE GOES LIVE AND GIVES TIPS
3. MICHELE POSTS IN BETWEEN EVENTS REGULARLY AND DOES DRAWINGS
4. EACH WEEK THERE ARE DRAWINGS FOR PARTICIPATION

**SCRIPT FOR MONDAY NIGHT:** Hi \_\_\_\_\_ this is \_\_\_\_\_ From Mary Kay and I am reaching out to offer a “new year new you opportunity”. On Monday nights we have a PRIVATE closed Facebook group event couple of times a month for women who want to just feel good, connect to others and learn self-care tips and reminders. A lot of women are loving this event. There is NO cost and no expectation that you would purchase- just some good ole’ fun and learning for those interested. This month we have \_\_\_\_\_ and \_\_\_\_\_ events- is there any reason why you wouldn’t want to join us?

Once confirmed- OFFER her something (how about a half price color item) if she would be able to bring a friend along (or 2 3 4)

1. COACHING is crucial each and every week with reminders
2. Communicating with your customer in the group that haven’t been on live in a while is a very wise idea
3. Communicating and coaching any and all clients to bring friends- WISE IDEA

#### **Panels- ON ZOOM**

1. Michele Sends and provides all samples for these for dues paying consultants
2. 3D are those not currently using skin care of ours or new clients /referrals
3. Repair for ANY client new or otherwise that could be a candidate to upgrade to this
4. Hydra session- best if the client is already using the product
5. We need turn around time to mail samples- typically it is the Friday before, however, several times consultants have come by the house to grab sample and deliver to the client
6. Coaching and pre profiling crucial
7. Once someone books- incentivize for them to bring friends- especially on 3d panel