

Hi Mary,

Happy New Year! (warm small talk). I'm calling because as we ring in 2017, it's the perfect time for a **New Year Beauty Resolution** to wash, moisturize, lift, firm and tone your face, morning and night! And to help you do that, I'd love to introduce you to my new Sparkle & Shine Preferred Customer Skin Care Program!!!! :) It's designed to help you fully enjoy all the benefits Mary Kay Skin Care products can offer and here are the Fabulous Benefits just for you! (Read the list to her from the flyer). And as you continue to maximize your skincare program, you'll be on your way to *SHIMMER* status with even more fun and rewarding perks. *Would you like hear how you can join in on the fun?*

GREAT! All we need to do is create a customized skin care program for you, just like we did when you had your first consultation with me! (She can reorder with you to join as skin care client or she can book a new appt to try things again including new supplements since you last saw her OR you can help her create a party so she can get her skin care for Free!). I'd love to do that in person, so what's better for you during the week or on the weekend? (book and preprofile her)

I'm So excited to see you on xx day @ xx time!! Of course, NAME, you can absolutely share your Sparkle and Shine appt with a couple of friends and earn some beautiful things for FREE!! Who do you LOVE that you'd like to spend a little quality girlfriend time with and maybe who you didn't get a chance to see over the holidays? (*help her brainstorm and create a guest list*). GREAT!! I'd love to give them the royalty treatment too, so can I grab their info real quick so I can customize their beauty station with skincare and color perfect for them too?

Thanks so much, NAME! Yay to you for starting something new to enrich your face & your routine!! Can't wait to help you "SPARKLE & SHINE!!" Talk with you soon! BYE!