

How to confirm your guests for your GRAND OPENING

YES
MAYBE
NO

	YES	MAYBE	NO
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YOUR GOAL: Use these sheets to create your contact list. Start with the people who you are closest connected to first. Then keep going...see your phone log and FB friends for contacts. To create the most success from your G.O. Party, be sure to invite 75+ to have 10+ attend (with proper follow up reminders). People rarely RSVP, no response is not a no. Be sure to reach out to all you invite to get a yes/maybe/no. See below:

DATE OF MY PARTY: _____

Date TO START INVITING: _____ (10-14 DAYS BEFORE)

DATE TO START FOLLOW UP: _____ (5 DAYS BEFORE)

SCRIPT TO BE SURE TO CONNECT WITH EACH ONE INVITED 4-5 DAYS BEFORE DATE OF EVENT:

“Hey—not sure if you saw my event (on facebook) (via the text I sent ya) (the email invite I sent) about my grand opening with Mary Kay—I am super excited, was just checking to see if you were going to be able to come see what’s new in Mary Kay & give us your opinion.”

If I have 10 or more people, I get a prize from my director & so do YOU !!!

SCRIPT TO USE WHEN YOU GET A “YES” - “I’m so excited to see you on _____. Thank you so much for saying you’ll be there. Feel free to bring a friend of 2. In fact, if you bring 2 people that don’t use Mary Kay and don’t have their own Mary Kay Consultant, I will give you \$75 worth of product for only \$35 !

SCRIPT TO USE WHEN YOU GET A “MAYBE” - we need to get their “maybe” turned to either a “yes” or “no”.

“I noticed that you said you might be able to come to my event on _____. What does your schedule look like for _____ morning/evening? I know you are probably really busy, but if I don’t hear back from you in a couple of days, I’ll check with you later in the week”.

SCRIPT TO USE WHEN YOU GET A “NO” OR THEY HAVEN’T REPLIED - we are working on getting a reply.

“Hey - so excited for _____ and for my grand opening. (Remember we are private facebook messaging them). Did you see my Mary Kay event coming up this _____. I know you are probably busy, but if I don’t hear back from you in a couple of days, I’ll check with you later in the week.”

Wait 2 days and try again- always leaving it with: “I know you are really busy - if I haven’t heard back from you, I follow up in a couple of days”. That way you don’t have to feel pushy about following up with them in a couple of days.

NO’s are an open window - “no problem I understand, I do need to get my training done and I need to practice on 30 faces during the next 30 days - can I borrow your face to show you the products and get your opinion, and also show you what’s new in Mary Kay”. If they say “YES” - go back up to the top with the “YES” response. If they say “NO, I can’t right now I’m really busy - then ask permission - hey, can I check back in a few months”.

NEXT

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	YES	MAYBE	NO
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Who should be on my Contact List?

In addition to the obvious — your immediate family, in-laws, cousins, neighbors, friends and work associates, what about the person.....

- from your old job?
- from school or college?
- you know from your favorite sport or hobby?
- from your child's activity?
- from your church?
- from community activities?
- from whom you rent?
- to whom you sold a house?
- that you met through your husband/significant other?
- who checks you out at the grocery?
- who helps you at the cleaners?
- that you met on vacation?
- who checked you in at your last hotel?
- who gives your child lessons?
- who cuts your hair?
- who fills your prescription?
- who leads the PTA?
- Girl/Boy Scouts?
- who works the desk at the health club?
- who booked your last vacation?
- who sells baskets? candles?
- who bought a house last on your street?
- who is your bank teller?
- who is your florist?
- who was your nurse at the office/hospital?
- who was your maid of honor?
- who is your cleaning lady?
- who you met in the grocery/bank line?
- who was the bride you saw in the newspaper?
- who is your child's/your friend's child's teacher?
- who is the secretary at your work/school?
- who sells you your clothes?
- who sells you your shoes?
- who sold you your glasses?
- who is the wait staff at your favorite restaurant?
- who you met at your last business luncheon?
- who helped you at the last jewelry store you were in?
- who helped with your last decorating purchases?
- the last salesperson to give great service?
- who did I miss?

