

Contacting the Bride

Contact all the brides within one week of receiving your list.

Calling Script

"Hello, may I speak to _____? Hi _____, this is _____ calling through David's Bridal with Mary Kay Cosmetics; how are you? Great! I'm calling with exciting news! Your name was chosen from the David's Bridal registry and you've been selected for a free pampering session and a Honeymoon Gift Bag!

Have you ever tried Mary Kay? (How long ago? etc.)

If she has consultant: "That's great! I'm sure your Beauty Consultant would love to get together with you for a wedding consultation. And _____ this pampering session and gift bag is yours, you've won it; is there somebody you'd like to gift this to in your name?"

Well _____ let me tell you what you've got here. You've won a free pampering session and, actually, it's good for you and up to 8 people. A lot of girls are using this for their bridal party – it includes a facial treatment, hand treatment, a lip treatment and of course a glamour makeover. You could also include mother of the bride, mother of the groom, grandmothers, etc.

How many ladies do you have in your bridal party? Are they local to you? And what are the colors of the bridesmaid's dresses? As you know, bridesmaids usually wear the same dress, shoes, and hairstyle so of course we'd like them to wear the same cosmetics look. You know how some wear NO makeup and others wear TOO much? ☺ This consultation has proven to be a fun and easy way to take at least one stress away from you on your big day.

I see your wedding is in _____? How exciting!

Well _____, for this appointment, what would work better for you, weekday or weekend?

OH, I just remembered... I do need to make sure you qualify first: Are you 18 yrs or older? Great! *(If not 18, they need to bring their mom or other adult.)*

_____, because it is bridal season my schedule is tight and I have limited spaces available. If anything comes up and you need to reschedule our time, please let me know at least 24 hours in advance so I can give your spot to another bride.

Let me take a minute to get the names of the ladies you plan to include...

Great! I have you scheduled for _____ at _____. I will send out an invitation on your behalf to the ladies you'd like to invite!

I'll be in touch soon to get a confirmed headcount. I'm looking forward to it!

Voicemail Script:

*Hello, this message is for _____. This is _____ calling through David's Bridal with Mary Kay and I have exciting news! Your name was chosen from the David's Bridal registry and you've been selected for a free pampering session, wedding day glamour analysis **and** a Honeymoon Gift Bag!*

*We do need to make sure you qualify first so please call **xxx-xxx-xxxx** and ask for _____. If you reach my voicemail, please leave your name and number and the best time to reach you. It is bridal season so my schedule is tight and we book in advance. Again the number is **xxx-xxx-xxxx**. Best wishes on your wedding, _____, and I look forward to meeting with you!*

Email Script:

*Hi! My name is _____ with Mary Kay Cosmetics and I'm contacting you regarding your registry with David's Bridal - how are you? Your name was selected for a free pampering session and a Honeymoon Gift Bag (or **\$10 Gift Certificate**) for Mary Kay products!*

Have you ever tried Mary Kay?

You've won a free pampering session and, actually, it's good for you and up to 8 people! A lot of girls are using this for their bridal party. It includes a 4-step facial/skin care treatment, a 3-step pampering hand treatment, and a 2-step lip treatment. We can pick out colors that will help you look and feel beautiful on your big day! You could also include Mother of the Bride, Mother of the Groom, Grandmothers, Bridesmaids, etc. And you've also won this \$10 gift card; I'm so excited for you!

Please call or email me back and we can figure out all the details for when we can get together. This of course is a complimentary gift for you and the ladies you want to share it with, and there is no obligation to purchase.

I look forward to hearing from you!

xxxxxx

Honeymoon Gift Bag Suggestions

- Quarterly PCP Gift**
- Hand Cream Sample Tube**
- Fragrance and/or Spa Sample**
- Mini Mascara**
- Business Card**
- Other Vendor's Business Cards**
- Cute Gift Bag**