

Scripts:

No Answer:

Hi this message is for \_\_\_\_\_. Hi \_\_\_\_\_, my name is Sara and I am associated with David's Bridal and I am calling to let you know you have been selected as one of our winners in our monthly drawing we held last month! Congratulations! I want to give you more details so just call me at 540-785-9101 and I will fill you in. Congratulations again, I can't wait to talk to you. Bye Bye!

Get bride on phone:

Hi may I speak with \_\_\_\_\_. Hi \_\_\_\_\_ My name is Sara Starkey and I am associated with David's Bridal and I am calling because you have been selected as one of our winners in our monthly drawing we held last month! Congratulations! Do you have a minute for me to give you the details? Great! (Smile and be excited). You have won a complete pampering session for yourself and up to 8 friends. Some brides invite their bridesmaids, girlfriends, mother, or mother in law. The pampering session is completely complimentary and there is no obligation for you to purchase anything. It includes a hand treatment, facial (where I will teach you how to prepare your skin and get it ready for your big day!), a color consultation and glamour makeover (where I will teach you how to wear your makeup like a professional so your pictures will be PERFECT!). ISN'T THAT EXCITING?

**Also, I sometimes make conversation before I actually book the date.** I ask her the date of her wedding, color of her dresses, has she thought about her makeup? At some point I always say "Now \_\_\_\_\_, the products I use are Mary Kay cosmetics, are you familiar with Mary Kay? If she says she has used it before I ask her how long ago it was and tell her that we have lots of brand new products and she is going to love them. If she has never used Mary Kay I say Great, you are going to love it!

**Would it be best to get together with you on a week night or weekend? Saturday or Sunday? 1:00 or 3:00 (always give 2 choices).**

**Be ready to overcome her objections:**

**Not sure when is a good time - set a tentative date  
too busy - that's why she needs pampering**

Then I always say "I will be mailing you a packet in just a couple of days with more information and also a special gift just for you.(usually a gift certificate for \$10.00 and a small lotion). If for some reason you have to change the date, please call me as soon as possible and I do require a 48 hour notice if you need to change the date at the last minute.

Thanks and congratulations!

E-mail script: (to be used ONLY when no phone number or mailing address is available!  
Sometimes I send this with the post card if there is no phone number!)

Dear Stephanie,

My name is Sara Starkey and I am associated with David's Bridal and I am calling because you have been selected as one of our winners in our monthly drawing we held last month! Congratulations!

I can't wait to give you more details. You can either e-mail me or call me at 540-785-9101. The prize is fabulous and there is no obligation for you to purchase anything. It is completely complimentary! I look forward to talking with you! Congratulations!

Sincerely,