

mother-teen **healthy skin** event

phone script

This customizable phone script is an easy way for you to casually chat with clients and invite them to your Mother-Teen Healthy Skin event, and try new products!

If you're cold-calling new clients, feel free to do a read through. If you're calling return clients, you can preface this conversation with a bit of personalization by asking how they are, how they enjoyed their last treatment or how their newest product is working out for them.

1. When answering incoming calls:

"Thank you for calling **(business name)**...how can I help you?"

Upon wrapping up your phone call:

"I'd like to invite you to our Mother-Teen Healthy Skin event on **(date, time)**, where you can get hands-on with AGE Smart® products and the new Dermalogica Clear Start™ line for your teens. Would you like to attend, or may I get your e-mail so I can send you an invitation? We will keep your e-mail information private."

2. When cold calling:

"Hi, this is **(your name)** calling from **(business name)**, and I'd like to invite you to experience our Mother-Teen Healthy Skin event, where you can get hands-on with AGE Smart® products and the new Dermalogica Clear Start™ line for your teens. We're hosting an event so you can learn all about AGE Smart® and Clear Start™ products and receive a free gift! I can take down you and your teen's name now, and if you'd like to bring a friend, just let me know."

3. Have someone who is hesitant to book today? Try this approach:

"If you don't want to RSVP for the event now, I can take down your email and send you an invitation, and you can call back to let me know if you and your teen would like to attend."

4. Can't reach your client? This script can also be left on a voice mail or answering machine:

"Hi, this is **(your name)** calling from **(business name)**. I'd like to invite you to our Dermalogica Mother-Teen Healthy Skin event, where you can get hands-on with AGE Smart® products and the new Dermalogica Clear Start™ line for your teens. Join us and receive a free gift at our event on **(date)** at **(time)**. If you'd like to RSVP, call **(business number)** and ask to RSVP for the event. We look forward to seeing you at our Mother-Teen Healthy Skin event!"