

Booking Tips - Let's Get Booked!

- Set up a time to make phone calls with your recruiter.
- Approach every call with a positive expectancy and enthusiasm. Enthusiasm is contagious.

Practice what you are going to say. Follow your script even if it feels uncomfortable. Call me if you would like to practice it first.

- Try to book within the week & never more than 2 weeks out unless its the only availability that you have.
- Before making any phone calls, highlight the dates and times you want to work in your date book and only book those days.
- Be excited and confident when you call.
- Smile! Smile! Smile!
- Always give her two choices, don't just ask her what is good for her!
- Book the one on one appointment first then ask her to invite girlfriends once you have the date confirmed. This way if she doesn't want to have girlfriends then you can fall back on the original arrangement of the one on one consultation.
- Call all the names on your contact list. Do NOT pre-judge!
- If someone does not want to commit to a date, just set a tentative date in pencil and change it later if necessary.
- Remember that the two key words when asking are HELP and TRAINING. Women are helpers and will help you before they will help themselves.



★ **Remember:** Don't prejudge!! If you don't ask, they've already said NO! Take these dialogues and make them your own. Book your Power Start... I know you can do it!

Script For Your First Appointments:

"Hi ___(Jane)___, do you have a quick minute? Great! I just started my very own business and I am so excited. I am in training to be a Mary Kay beauty consultant and I need your help. I'm not calling to ask you to buy anything or to sign up for anything, however, as part of my training I am challenged by my director to practice on 30 women whom I value their opinion. Just for achieving this challenge I earn a beautiful ring and for you helping me out you will receive a complimentary skin care consultation. Is there any reason why you wouldn't be able to HELP me with my TRAINING?"...Great, which would be better for you...I have _____ or _____ available at __ (6:30) __ or __ (7:00) __ pm. Wonderful, I have you scheduled for Tuesday evening at 6:30pm. (Jane), I so appreciate your willingness in helping me succeed.

Turning it into a Class/Party: "By the way (Jane), since I am already coming to you on Tuesday, if you have a couple of girlfriends (3-5) that you think would give me their honest opinion and do not already have an MK consultant could you please invite them to join you so that I can practice in front of a group and reach my 30 faces faster, plus I can give you free products if you have 3 friends join you! Who do you know that you think would love the pampering and be able to help me?"...Great! I will need to call your guests so that I can ask them a couple of questions about their skin before the appointment so can I call you tomorrow for your guest list? (ask for names and phone numbers).

If she says NO to a facial and or party: "That's okay, not a problem, I could just drop a Look Book Catalog by and match your foundation if you'd like?"

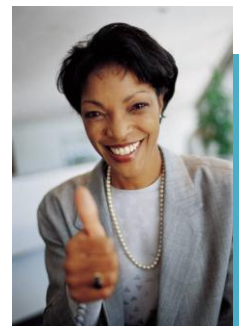
If she wants to check the date with her friends first try this: "Well why don't we pick 2 times which work for you, and then you can check with your girlfriends tomorrow. If it won't work for them, we can re-schedule." Set the tentative date for the class and follow up the next day with her to confirm that date and get her guest list.

Overcoming Booking Objections

Get familiar with these common objections and make these scripts your own.

No, we don't want you to be pushy, but wimpy is not good either! Shoot for pleasantly persistent!

- Objection** ~ "I don't have the time."
Response ~ "I know how you feel. I am a very busy person also, but do you know what I have found? The busiest people get the most done. Our facial will only take 45 minutes and it sounds like you could use a little pampering. Now what part of the week is best for you, during the week or weekends? Wednesday or Thursday?...Afternoon or evening?... 7:00 or 7:30?...Great..."
- Objection** ~ "I don't know anyone."
Response ~ "Well, I can understand how you feel, but you know what, I have found that this is a great way to meet your neighbors or the people at your church...now what part of the week is best for you?"(follow format above).
- Objection** ~ "I just bought brand 'X' or I only use..."
Response ~ "That's great, you obviously know something about skin care. I can appreciate your knowledge and would really enjoy your comments on our skin care program...now what part of the week is best for you?"
- Objection** ~ "I have already tried Mary Kay."
Response ~ "Great, when did you have a complimentary facial? Our products have changed dramatically; I think you will be pleasantly surprised. Now which part of the week is best for you?"
- Objection** ~ "I have company coming from out of town"
Response ~ "Fantastic, not only will they enjoy getting together, but I know that your (relative) will appreciate your thoughtfulness in arranging their complimentary Mary Kay facials. You may want to ask a few friends too. Now which part of the week is best for you?"
- Objection** ~ "The kids will be home from school."
Response ~ "That's great, I bet there will be times when you will want to get away and do something special for yourself. I have a special gift for the person who will be babysitting the kids!"
- Objection** ~ "I tried that once and it broke me out/or I am allergic."
Response ~ "How long has it been since you tried the products? We have all new formulas in the last couple years. There is a large variety of items in our line; I am sure you could try the body care or glamour products. Now what part of the week is best for you?"
- Objection** ~ "I'm not a make-up person."
Response ~ "Great because in Mary Kay teach skin care. Taking care of our skin is so important and during this hot/cold weather your skin will really appreciate the needed care. Now what part of the week is best for you?"



Avoiding Postponements

Keep in mind the average consultant has a 50% cancellation rate!

Here are a few tips to help you to prevent them:

- 1. Learn to book for the next 4 weeks only:** Women naturally procrastinate, If we allow it, the hostess will want to book 2 or 3 months away. Give her a sense of urgency by telling her you need her help, or that you are offering a great hostess special for that particular month.
- 2. Overbook:** Set yourself up for success! If you want to hold 3 appointments for next week then you have to book 5-6 for those 3 to hold.
- 3. Double book:** In order to over book with a full schedule you may want to book 2 or even 3 appointments for the same day and possibly the same time. Use your intuition.
- 4. Dovetail:** When over and double booking, if by some miracle more than one party actually holds, you can give one away to another consultant or better yet, a team member. In doing so you will also be paid 15% of her sales, on top of the 50% you have earned at your appointment. Now that is working smart!
- 5. Thank your hostess in advance:** Write her a brief note as soon as you book the appointment. It will remind her of the appointment she made with you and it will also let her know how much you appreciate her. This works with guests you invite to model too!
- 6. Proper coaching:** Let your hostess know exactly what to expect. Get your hostess's guest list and teach her how to invite guests or do it yourself! Take control of your business. You will learn more about this at training.
- 7. Never let an appointment get off your books:** In the event that a hostess does call to cancel, immediately reschedule for as soon as possible, or tentatively set a date.

