

Booking Tips

- Set up a time to make phone calls with your recruiter or director for a booking blitz.
- 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 it is 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! They hear the smile in your voice!
- 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 three key words when asking are HELP, PRACTICE, and TRAINING. Women are helpers and will help you before they will help themselves.

Everything in a Mary Kay business starts when you book a selling appointment. From it come sales, more bookings, regular customers and precious team members. Your first step is to **PACK YOUR DATEBOOK!** When you are writing in your date book, you are writing in your **CHECKBOOK!** All you have to do is simply follow the suggested outline below. Just **BELIEVE, WORK** and **FOLLOW THROUGH** and chances are **IT WILL HAPPEN!**

1. Make a **LIST** of every possible person you can imagine to ask about giving them an opportunity to introduce their friends to our marvelous skin care products.
2. Set aside one hour a day all week and stay on the phone. Call each person to tell her you are participating in a special program and your assignment is to introduce at least five people this week to a marvelous skin care product. Then ask for a **DATE**, giving her a choice. Next tell her to feel free to share her facial time with 4 – 5 friends and possibly receive her products free! Explain your hostess credit or promotion to her. **BOOK HER** and **CONTINUE TO CALL FOR ONE FULL HOUR!** Call until you have 8-10 appointments on your datebook! Use your Power Start Script when booking!
3. It is imperative that every one of your customers receives at least one refresher facial per year. Seasonal changes in their skin and updates in new products and colors make it a vital service on your part as their **PROFESSIONAL SKIN CARE AND BEAUTY CONSULTANT**. Call, **BOOK** and turn it into a **CLASS** or **COLLECTION PREVIEW** by offering the opportunity to earn free product!
4. The best possible place to book is at your skin care class or preview collection! **YOUR GOAL IS TO BOOK TWO SELLING APPOINTMENTS**, one to replace the appointment you just had and one to grow on! Leaving a selling appointment without your **TWO BOOKINGS** is like walking out of your hostess' home and leaving money on the table. I would be much more excited about a \$70 class with two bookings than a \$300 class with no bookings!!! I'll repeat it again: **BOOKINGS ARE THE LIFELINE OF YOUR BUSINESS!!!!**

Make a point of selecting two people at every appointment. Make a point of incorporating your **REVIEW FACIAL** (check-up or second) at least **SEVEN TIMES DURING THE APPOINTMENT!!!** Develop an **ATTITUDE OF ASSUMPTION**: everyone who purchases a basic has also **PURCHASED A CHECK-UP FACIAL** within the next 10 days to a week.

There are many other ways of booking. However, the **KEY** to each and every approach is simply to **ASK** and **EXPECT A YES!** The worst possible result that you will get is a “no” and believe it or not, that will not injure or disable you unless you let it. A “no” is not a terminal situation, unless you want it to be!

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

Follow up with a second appointment ALWAYS!

Mary Kay taught us that we should follow up and check to see that each of our customers is using the product correctly and see if they are 100% satisfied. As consultants we are “promoting” and “selling” a product that we claim and can create and the maintain beautiful skin, we should always do a “checkup from the neck up” 2 weeks later! Don’t reinvent the wheel...work your business the way Mary Kay intended!

If you are saying or thinking “ need to get out and meet some new women – my datebook is empty”, or “I’ve used up all my friends and family and now I don’t have anyone to book!” Then you need to keep reading....

Mary Kay Cosmetics didn’t become the #1 best selling brand through consultants going to Target and the mall and “meeting women” to book. Nor did Mary Kay Cosmetics become #1 through consultants buying lists of names to call for bookings or by putting facial boxes or fish bowls and a display up to get names to call.

Here’s how Mary Kay set it up... How it has always worked... How it has worked for me... And how it still works today...

A new consultant holds her first 5 classes – her perfect start (15 faces in 2 weeks) – with her 5 best friends and family members as hostesses. Thank goodness it didn’t end there or I would have been out of business really fast! Form those appointments, BOOK EVERYONE (including the hostess – who is having her first facial) for a second appointment.

Why is that second appointment needed?

First, she’s only had skin care and some lip and cheek color at the first appointment - the second appointment is for concentrating on color selection, pencils, and application techniques for their customized glamour appointment. This is where one of the big gaps is happening. I think consultants are giving in to doing a complete color makeover at the first appointment. This is like shooting yourself in the foot. Also, sometimes new consultants are seeing this (whole makeover) done at unit meetings and, if they’re not listening to their training tapes and reading their *Consultant Guide* that came in the starter kit, they don’t realize that this is not the correct way to conduct their appointments. When full makeovers are done at meetings, it is a “special event” to bring guests to by asking them to be your models. No matter WHAT you’ve tried, don’t have guests come to their second appointment until you’ve tried to bring them to your success meeting as a guest for the event first!!!! WORK SMART and bring them to your meeting instead of sitting in their home with ONLY them for their 2nd appointment unless she is having friends join her to make it a party!

Second, the customers get to earn FREE products at their second appointment!

Third, she learns so much about skin care at the first appointment, and usually spends a significant amount buying the skin care, its too expensive, not to mention information overload to teach color application techniques all in the same day, and it takes several hours to do both in the same appointment!

Fourth, and most importantly for YOU the consultant, the second appointment is where you meet who SHE knows. THIS IS YOUR LIFELINE! If you follow this formula, you will NEVER “run out of faces.” You will NEVER “HAVE to go meet women” that will be icing on top of the cake!

If you have 5 women, who each have a sister, friend or someone join them for their second appointment, you now have 10 new customers. Most likely, 10 new miracle set customers! If 7 of them (there is always a few that don’t or wont have a 2nd appointment to follow up) have 1-2 at their color appointment, you’ve already had more success than you’re likely to have with 75 warm-chatter names – and a lot less time invested and/or wasted!

Now, how do you RECOVER if you’ve held appointments and never held a second appointment (perhaps because you did the WHOLE works at the first appointment)? Make a list of all your customers who haven’t had a second appointment and call them! Say something like this, “*Mary, guess what? It’s time for your customized color make-over!!! And it’s perfect time for the new season to create a great new look keeping in mind the colors that you wear while being in with the latest trends! And Mary, I want to make sure you get products FREE so be sure to have a couple friends – didn’t you mention your (mention family or friends name) have her join us! Here’s how the free products work – (explain your hostess plan)...*

Then, go on to explain the free product and find out who she’s likely to have join her. I always say, “who are the ladies most likely to be the one’s you’ll also?” You can start to jot down her potential guest list to confirm in 2 days, and if she has trouble coming up with some ladies, you can help her brainstorm! Who she names will give you an idea- maybe 8 names pop up into her head immediately or maybe she can only think of her mom and she needs you to help her come up with a list! (mention people from church, hobbies, who she knows through her kids, coworkers etc)

You know, when I hosted my first Mary Kay facial, I tried to cancel because the people I’d invited pulled out and canceled at the last minute. The consultant wasn’t too experienced but she followed the book! She said, “lets see who else we can replace them with!” – and she proceeded to brainstorm with me until we had 3 other women in mind, all of whom I invited and they came! Thank goodness she didn’t say, “Well, okay – if you can’t get anyone, we’ll just cancel for now...or postpone...”

Always remember... Mary Kay success is based on a simple PROVEN system that works... Let it work for you!!!