

Power Start Booking Script

1. Decide when you are to hold the appointments and highlight them in your datebook
2. Make a list of women you know with phone #'s using your contact sheet. You want to make sure they don't already have a consultant when you talk to them.
3. Use the booking script below and fill up your datebook☺

"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 special bracelet and for you helping me out you will receive a complimentary skin care consultation and \$10 of free product of your choice. 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 more 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.

Tips when booking:

1. Approach every call with a positive expectancy and enthusiasm. Enthusiasm is contagious.
2. Follow your script even if it feels uncomfortable. Call me if you would like to practice it first.
3. Always get a date even if its tentative. Let her know its penciled in and she can reschedule if need be.
4. Try to book within the week & never more than 2 weeks out unless its the only availability that you have.
5. When booking never say "What works for you..". Always start by only giving 2 choices first.
6. 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.
7. Remember that the two key words when asking are HELP and TRAINING. Women are helpers and will help you before they will help themselves.

Pre-Profiling the guests before the party date: (this allows you to start building the relationship, confirming the guests attendance, ensuring the appointment will hold, AND allow you time to ask your director any specific questions about products or sensitivities/allergies etc and what to use and not to use prior to the day of! Write the answers on the back of the customer profile card. Fill in the front with skin type, name and phone #, put at her seat at the party/facial and she will fill out the rest that day.

"Hi _____ this is _____ with Mary Kay, _____(Jane's) _____ friend, do you have a quick minute? I just wanted to give you a call to introduce myself, I'll be the consultant doing Jane's Party of Tuesday night at 6:30 at her house. We have a seat reserved for you and well be starting right at 6:30 so you can come a few minutes early so you won't miss the great hand treatment! Would you mind answering a few questions for me about your skin so I can have the correct products out for you that night for you?"

1. What type of skin do you think you have? Normal-Dry, or Combination-Oily?
2. Do you have any sensitivities or allergies?
3. Have you ever used any Mary Kay products? Which Ones? How long ago? Do you have a consultant?
4. Are you currently using a Skin Care Program? What one? Are you satisfied with it?
5. Is there anything you would want to improve about your skin or learn that night that I could teach y