

Information on Booking

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. And so 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!**
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.

5. 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!

Overcoming Booking Objections

When you are new consultant, scheduling appointments can be exciting, fearful, frustrating and rewarding all at the same time. Remember that as you practice, you will gain experience and confidence and soon the following types of suggested dialogues will become second nature to you. (Just listen to how easily your director responds. Contrary to what you might think, she wasn't BORN that way. She learned, just like you will!)

When the woman you are talking with hesitates or says “no”, there are usually many different thoughts running through her mind at once. Consider some of these general ideas to better understand and deal with her objections.

1. Normally a “no” response means she doesn't have enough information to be interested. She doesn't understand what you are offering her or maybe she has had a bad experience in the past. More than likely, she was busy balancing a number of different tasks when you called her, and having a Mary Kay facial was the very last thing she was thinking of. She's probably not going to jump for joy when she picks up the phone. (But then again, she might!)
2. Therefore, don't ever take a “no” personally. Try to understand where she is coming from and why she is saying “no”. Listen to her. Try to establish some

common ground based on her feelings and you will retain her attention. Use her special needs and interests and show her the benefits she will receive if she meets with you!

3. Always stay positive and winsome. Don't get defensive or argumentative. Maintain direct eye contact. Keep smiling and be confident in yourself, your products and your opportunity. Draw her in with your enthusiasm. You must truly feel in your heart that SHE will be the one who loses if she doesn't meet with you.

Here are some common booking objections that you probably will encounter:

I'M TOO BUSY

I know exactly how you feel, everyone's life is crazy these days! That's one of the main reasons I called you! First of all, I love working with busy people because they are the ones who are out there making things happen and they need to LOOK GREAT while they are doing it. And secondly, I've found that so many of my extremely busy customers appreciate the CONVENIENCE OF THE SERVICES I PROVIDE. I'm pretty sure that I can SAVE you BOTH TIME AND MONEY. Is there any reason why we couldn't get together so that you could see what I do? I think you might be pleasantly surprised by what I have to offer you.

I USE BRAND X

That's great! I'm so GLAD you told me that. It shows me that YOU UNDERSTAND THE IMPORTANCE of proper skin care and YOU ARE WILLING to spend some time and money on it. (Brand X) has some very good products! That is all the more reason that I would VALUE YOUR OPINION on our newest skin care line. I'm not asking you to give up your (Brand X), but I WOULD LOVE FOR YOU TO COMPARE what you are currently using to what we have to offer. I have several customers who used to use (Brand X) but

they found that **WHEN THEY TRIED** Mary Kay, **THEY LIKED** it just as well, if not better. Plus they were able to **SAVE** quite a bit of **TIME** and **MONEY**! Mary Kay has been the number one best selling brand nationwide for a number of years, have you tried it recently?

MARY KAY IS TOO EXPENSIVE!

I'm **SO GLAD** you told me that you feel that way. That seems to be a common misconception among a lot of people. What I'm finding recently is that many of the women who are coming into my office to try Mary Kay are now telling me that they are surprised at how **INEXPENSIVE** Mary Kay is. Actually, we are right in the middle of the road. We are not as cheap as what you would buy off the wall at Walmart, but most of the time we are far less expensive than the more upscale department store brands. But let me assure you, there is **NO BETTER QUALITY AT ANY PRICE**. May I ask what you are currently using as far as a skin care program? (listen) Well, I can certainly understand why you think Mary Kay would be expensive compared to that, but do you know what I've found? I've found that most of my clients end up **SPENDING A LOT LESS MONEY** when they take advantage of **ALL THE SERVICES I OFFER**. They have **TOP QUALITY** products which have **ALL BEEN PERSONALIZED JUST FOR THEM AND ARE 100% GUARANTEED**. **THEY HAVE FEWER ITEMS AND THEY USE EVERYTHING THEY HAVE!** Plus, don't forget the opportunity to receive **GREAT DISCOUNTS** through our great **HOSTESS** and **REFERRAL** programs. Do you see how having your own personal skin care and beauty consultant (whose services are **FREE**) could really be quite economical for you? (listen)

You know (name) I'm not asking you to **BUY** Mary Kay today, all I'm asking you to do is **TRY!** If you haven't had that opportunity recently, I would consider it a **GREAT**

PRIVILEGE to be able to introduce you to what we have to offer. IF AFTER TRYING IT you still feel that Mary Kay would not be worth the investment, then I will totally respect your decision. All I'm asking is that you give me a chance to serve you. Is that fair?

(listen) What does your calendar look like over the next two weeks?

MARY KAY MAKES ME BREAK OUT!

Thank you for telling me that. I'm so sorry you had a bad experience in the past. Can you tell me what happened? (You want to find out if the situation was resolved to her satisfaction at the time. If it wasn't, help her resolve it NOW before you proceed). Ask her questions like: Did she have an immediate allergic reaction to something she tried at a class or did she actually purchase products and become unhappy after a period of time? (which indicates more of a formula related issue). Did she let her consultant know about the problems she was having? Did she work with her on it? Was she able to get her money back? Does she still have any of the products? Is she aware that you can still honor our 100% guarantee?

Tell me, (name) do you consider yourself to have sensitive skin? Has anything like this ever happened with any other products that you've tried? (If she says "yes", then empathize with her that it must be very difficult for her to have such a problem. Ask her if she has found anything that she can use.) Then proceed with: (name) I can certainly understand why you would be hesitant to try Mary Kay again after having that kind of experience in the past. But I have found that if anyone does have trouble with a product, IT IS NOT THE NAME "MARY KAY" she is allergic to. It is a single ingredient in one particular product or it is a formula adjustment issue. There is no possible way you could be allergic to the entire Mary Kay line because there are far too many products and formulas available. If you would be willing to work with me, we could start out with a

product line that you are not afraid of, like our satin hands or our fabulous private spa sets, and we could just “test market” on the inside of your arm with what ever you wanted to try. Our products keep changing all the time and I am so excited to show you everything that we have to offer right now. I would consider it such a privilege to have the chance to introduce you to the “new” Mary Kay. I just know there will be something YOU’LL LOVE! What does your schedule look like?

I DON’T WEAR MAKE-UP!

You are my FAVORITE kind of person to work with! Mary Kay is primarily about skin care and the less time we have to spend on glamour, the better I like it! I never used to wear any makeup either, but I found that I fell in love with the skin care program right away.

When you don’t take the time to wear cosmetics, good skin care becomes even more important! I would LOVE TO GET YOUR OPINION of our PERSONALIZED PRODUCTS!

Tell me, do you consider your skin to be dry, normal, combination or oily? Does it change much from season to season? Is there any particular thing about it that you would like to change if you could? GREAT! When can we get together? This week or the week after? (You also can suggest body care, satin hands and lips, sunless tanning etc. if they are unresponsive to facial skin care needs).

LET ME CHECK WITH MY FRIENDS AND I’LL GET BACK WITH YOU

That would be GREAT, but you know what would work even better? My schedule is so busy and I know yours is too. Why don’t we set up a tentative time that will work for us, and if it works for a few of your friends, fine. WE’LL NEVER FIND A TIME THAT WORKS FOR EVERYONE. The ones who can’t make it can set up their own time to get together with me and I will give YOU referral credit on whatever they buy. This way we at least have a time slot reserved. I have Mondays and Wednesdays available. Which

works better for you?

1. To Busy...

"I understand _____, you know, I'm a really busy person too, so I can appreciate that!

It may take us an hour or so to find your special need & preferences, but after that I can save you an enormous amount of time- you'll never need to go to the mall again for your cosmetics. I can save you \$\$ too! Which would be better for you _____ or _____?"

2. Have to check with friends first...

I can appreciate that, however, why don't we go ahead and schedule it on my calendar and then let your friends know... if we have to change it we can later (this is the tentative booking approach). Those that can't come can schedule at a different time. Which is better for you at the beginning of the week or the end of the week?

3. Don't do parties...

That's good because I don't either. I hold private appointments in my home or yours.

When would be a good time for you... this week or next?... etc. Then casually invite her to share her time with a friend or two.

4. Don't know anybody...

I can appreciate that... I didn't know many people before I started Mary Kay. Why not just invite a neighbor on both sides and we'll ask them to each bring a friend... what a great way to get to know each other. Now, which is better for you, end of the week or beginning of the week?

5. NO \$\$...

I understand _____, you are aware that Mary Kay is a third to half less than anything at the department stores (just a few \$s more than Walmart) and you never even have to pay full price for our products. We have discounts & lots of ways to get it free, we

even have NO Interest Payment Plans! Plus, there is no obligation to purchase. I'd just appreciate your honest opinion. Which is better for you _____ or _____?

6. Use Clinique (or Brand X)...

Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn't like Mary Kay at least as well, if not better than Clinique- I'd love to get your opinion- is there any reason you couldn't compare your _____ to Mary Kay? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, _____ or _____?

7. I Tried Mary Kay Once & Broke Out!...

I'm sorry you had that experience – may I ask how long it has been? (Explain the product changes) _____, may I ask you what you mean by 'Broke Out'? Was it blemishes?

(Wrong formula) or little red itchy bumps? (A sensitivity to possibly one of the products – doesn't mean she can't use the whole line – some people have a "sensitivity to" milk & strawberries!) Is there any reason we couldn't work together to find the perfect program for you? Which would be better for you _____ or _____?

She Still Resists:

Tell you what- Here's my card (or my number), if you ever change your mind will you give me a call? I'd love to be the one to show you our products! OR Here's my card, if you know of anyone who would like to try our products, would you pass it on? ALWAYS LEAVE

WITH A YES

The information on this sheet provided by Independent National Sales Director Emeritus Arlene Lenarz.