

Bookings

Start by Filling out Your People Sheet from orientation, this will help you brain storm all the people you know.

If you have a female's number in your phone (locally) she is fair game, unless she has a consultant, we never steal others business. It doesn't matter how long it's been since you spoke or how well you know her...Text or Call Her!!

SCRIPT: Hi ____! This is _____. You're never going to believe this but I just started my own business with Mary Kay. I am so excited! My director has challenged me to practice on 30 faces in the next 30 days. Tell me _____, if I gave you a free gift, is there any reason why I couldn't borrow your face?

Great! I have ____ and ____ available. What day works best for you?

Great _____! I have a goal of practicing on 30 faces, and I don't know 30 people. Is there any reason why you couldn't invite a couple of your girlfriends to share your facial with? It would really help me complete my goal. (Smile and nod. Be quiet until she responds).

Perfect! I have you down for _____ at _____ time. _____, if you give me a guest list of your girlfriends that you want to share your facial within the next 48 hours, I will throw in an extra special gift on the date you hold your appointment with me.

Follow-up:

Call or text her 2 days before her appointment and ask her:

- What is your skin type? Oily, combo, normal to dry
- How many friends will you have joining you?
- Great! I would love to customize a facial just right for them. I would love to text or call them to ask them a few questions regarding their skin.

Warm Chatter:

I like the mascara survey to warm chatter women I meet.

I have a little sheer bag I bought 5 for \$1 at Michaels. I put a mascara sample, my business card. I give them a compliment, chat them up a little, then tell them I am an independent consultant building my business with Mary Kay. I ask them if they have ever used the products. I tell them I am on a seeking out classy/sharp looking women to give me their opinion on our mascara and ask them if they would like to try a free sample. I have them fill out a survey card (get their name, #) and ask if I can contact them in a couple of days to see how they like the product. If they don't give me their name and # I tell them I can't give them a sample because I can't follow up with my survey. When you call them 2 days later get their opinion, then offer them a free facial so they can try the other products, then after they are scheduled ask them to invite friends.