

COMMON OBJECTIONS TO BOOKING

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I DON'T WEAR MAKE-UP

“That’s perfectly OK! Mary Kay’s primary focus is on Skin Care. Actually, we are famous for our Skin Care Program and I know you care about your skin. I’d simply like to get your honest opinion of our Skin Care Products. The glamour demonstration is optional”

I REALLY DON'T HAVE THE TIME RIGHT NOW

“I understand how that is. Women are wearing so many hats these days! Actually, that’s all the more reason to make an hour or so and pamper yourself. I’ll tell you what...let’s set a tentative date. If you find that date isn’t going to work, you can always call me and we can reschedule. Let’s just go ahead and get you on my books and see how it works out. You deserve the time to pamper yourself a little, and I’d really love to get your opinion.”

I'M ALLERGIC/SENSITIVE, ETC.

“I understand exactly how you feel. Many women have had the same challenge with sensitive skin. You will be happy to know that our products are well suited for sensitive skin. They are fragrance-free and clinically tested for skin irritancy. I feel confident you’ll find that ours is an excellent product line for women like you, who have sensitive skin. Wouldn’t it be great to find something that would give you noticeable results?”

I'M ALREADY USING (“BRAND X”)

That’s great! Since you are already using a good line, your opinion would be extremely valuable. I would love to give you a complimentary facial so you could compare Mary Kay with the products you are already using and let me know what you think.

I'VE TRIED MARY KAY BEFORE & DIDN'T LIKE IT, BROKE OUT, ETC.

“How long ago was that? ...Oh, well there have been significant changes in our line since then. All the fragrance has been removed... perhaps you were sensitive to fragrance. Also we have 3 Formulas now and it could have been that we didn’t have a suitable formula for you at that time. Since you have tried our Product before, I’d really appreciate your honest opinion of our new line. I’d love to give you a Complimentary Facial and show you some of the major changes.

Always allow the person to give you her entire objection before you begin to “overcome” it. Hear her out and don’t interrupt. Never argue. Give her enough additional “information” to reconsider your offer. If you are genuinely interested, sincere and polite, you have an excellent opportunity to book her. “No” usually means “ need more information”. Also, an excellent way to preface your response is the “feel”, “felt”, “found”, and method. For example:

“I understand the way you feel, I felt the same way, but I found.... (the Product was well suited for sensitive skin, etc.)”. If you personally haven’t felt that way, you can say, “Many of my clients have felt that way, or so & so felt that way, or others have felt that way...”