

BOOKING SCRIPT for PCP AND SEASONAL FOLLOW UP APPOINTMENTS

Tips for Seasonal Follow Up Booking Success

- Enroll in PCP EVERY QUARTER! Enroll as many as you can.
- Call 5-7 days before the next Look Book is to mail out. Refer to intouch and Applause for exact mail dates. Mark your planner to remind you to make calls.
- Do this EVERY QUARTER. Consistency builds expectations in your customers. They'll soon look forward to their quarterly call.
- It's okay to leave messages on these calls.
- Have adequate inventory on your shelves to offer.

When you reach her...

1. Call her and say this...

“Hey, Suzy! It's Melody! Did I catch you at bad time? Great! I know you're busy so I won't take much time, but I've been scheduling all my best/favorite customers today for their quarterly check up and makeover and wanted to make sure you weren't left out. I seem to recall you prefer day/evening appointments. I'm already booked this week, so we're looking into next week. Would Tuesday or Thursday be better for you?”

2. Book Her by selecting a date

3. Ask her, “Who do you know that you would like to join you?” and get name or two.

4. Close the call with, *“I'm looking forward to catching up with you Suzy. You're going to love the look I picked out for you and you'll get to play with some of our new products. Oh! And be on the look out for your new Look book. It should arrive any day now. Okay! I'll call you a day or two before our appointment to confirm and I'll see you next week!”*

When leaving a message...

“Hey, Suzy! It's Melody with Mary Kay! 816-916-1237 I'm so excited! I've been scheduling all my best/favorite customers today for their quarterly check up and makeover and wanted to make sure you weren't left out. The new Look Book will arrive any day now and I'm sure you'll want try the new products, so if you get a chance, give me buzz! And, if I don't hear back from you today or tomorrow, I'll just call you in a day or two. Either way, let's catch up!”