

# CLASS 2

# BOOKING



## Mastering the Art of Booking – The Power Start

- **A Power Start is 30 faces in 30 days**
  - Set this as your first goal as a new consultant
  - Practice on 30 faces in 30 days and you will have your business up and running in no time
  - Have a HUGE sense of urgency to get this done – so much comes from completing this
    - Confidence in booking
    - Future appointments on your datebook
    - Team members
    - Reorders
    - It is through these first 30 faces that you will meet the next 30, 300, and 3000 faces that will earn you diamonds, cash, trips, and cars!
  
- **Where do you get your bookings?**
  - Your Circle of Influence – the people you know
  - Book from Your Bookings
  - Book from the people you meet (a.k.a. networking)
  
- **Where To Find Bookings - The Birthday Party List**
  - Pretend like you are having a birthday party with an unlimited budget. Make a list of who you would invite.
    - friends, family, church friends, neighbors, your hairdresser, your nail person...think of anyone with skin!
    - You can invite men, people out of town, etc. There are many different ways to work your business
  
- **Take a moment to write the list on the attached Power Start sheet. It is imperative that you give a copy to your Sales Director so that she can coach you through this process.**

## Make Time to Book

- Now that you have that list when will you make time to book?
  - You can book whenever you have time – work your Mary Kay into your life
  - Remember, it does not take hours on end to make the calls. You can get 30 calls done in an hour if you are focused and on task
    - In order to book, you have to plan for it and set aside specific time to get on the phone
- Use your Weekly Plan Sheet as a guide (found at the end of Class 2)
  - Highlight when you will book
  - When you will go to the meetings
  - When your skin care parties will be
  - When conference calls are
  - Family time, church time, date night, work time, etc.

## Attitude Is Key

- When you're booking you need to be smiling and have high energy
- Nobody likes to book with someone that doesn't sound excited – if you aren't excited, why would they be?
- Fun tip: Keep a mirror by your phone so you can see what you look like!
- Remember to sound like you are in a **huge hurry**. It keeps the other person interested. Having a sense of urgency is super important!
- K.I.S.S- KEEP IT SIMPLE - Stick with the script! These words may not be your words, but these words work!

## New Consultant Booking Script What to Say When You Call

Hi Suzie! This is \_\_\_\_\_, do you have a quick minute? Great! I'm so excited! I just joined Mary Kay Cosmetics and as part of my training, I've been asked to get 30 sharp women's opinion of our products, and I immediately thought of you. I'm available on \_\_\_\_, \_\_\_\_, or \_\_\_\_\_, which one works best for you? (Pause and silence - wait for her response).

Take it one step further: Sounds perfect! I just knew I could count on you to help me! Thank you for your support, it really means the world to me. I'm so excited to see you on (date and time). You know, \_\_\_\_\_, it's just as easy for me to do a few more faces along with yours ....and you get a FREE GIFT...is there any reason why you couldn't invite (your mom and your sister) or 2 friends to help me? (Pause) Thank you so much...you're the greatest!

**What if no one answers:** Leave a voicemail that says, "Hi \_\_\_\_\_! This is \_\_\_\_\_! I'm really excited and I need your help with something so please call me whenever you get a quick minute. Thank you!"

Optional message or If you do not hear from her soon, leave this message...

Hi \_\_\_\_\_! This is \_\_\_\_\_. I've been trying to reach... I'm so excited to tell you that I've just joined Mary May and I really need your help. Out of all my friends (or relatives)...I just know that I can count on you. I need to borrow your face to practice on. Is there any way you can help me out? It would mean the world to me...plus there's a free gift for you too. Give me a call at \_\_\_\_\_ to let me know a 30 minute time slot when we can get together real quick. Thanks \_\_\_\_\_! I really appreciate your support!!!

## Text Booking

- Technology is so great! We have all sorts of ways to communicate with each other so be sure to use a mix of all! We don't want to lose that personal touch, but we do want to stay on top with today's technology, especially with women between the ages of 18 and 35.
- Here is an example of how you can text someone you know:

*"Hi! I'm super excited! I started Mary Kay and I really need your help. I'm in a contest and I need to borrow your face. It's FREE, FUN, FAST & you get a gift! I would love your help! Can you help me this week or next?"*

Here are some tips for text booking:

- Always remember to text your prospects or clients between the hours of 9am and 9pm
- Keep your text short, sweet, and to the point. Remember some people don't have unlimited message plans. Be considerate!
- Don't send more than two texts
- Keep your wording professional

Use texting and phone calls together with each other. If the phone call does not work, send the text. If you sent a text and that didn't work, try the phone.

## When do I facial them?

- Bring them to your weekly meeting or any other event that is going on that week
- Invite them to your business debut
- Go to them
- Invite them to your home

## Common Objections:

### **1. "I don't have time!"**

That's just the reason why you need this pampering session! It only takes about 30 minutes, and I can work around your busy schedule. I know it will be a great way for you to relax! I have 30 days to accomplish this huge goal and I really need you! Is there any reason why you couldn't find time minutes in the next 2 weeks to let me treat you to a pampering session?

## 2. "I don't have the money!"

It's ok! There is absolutely no obligation to purchase anything! You get a complimentary facial and makeover and there's no cost to you! And remember, if you ask your friends to join you will actually earn FREE product!

## 3. "Mary Kay, are you kidding me?"

Yes I am a Mary Kay consultant and I am really excited about my new business! The product has changed so much over the years and we are actually the #1 best-selling brand of skin care and cosmetics! I would love to introduce you to the new Mary Kay!

## 4. "Oh I use another product line!"

That is such a great brand! I would love for you to try Mary Kay and give me your opinion on how it compares to that line. I know you only like the best so it would really help me learn more about the other awesome brands that are out there.

## Follow-up, Follow-up, Follow-up!

- Can't follow up enough! You will learn more on this in Class #3 - Coaching
  - Re-confirm the date, day, and time.
  - Send a thank-you note, e-card, hostess packet
  - Call to get guest list, and call to confirm and get directions to house

## This Business is a Numbers Game

- The Law of Averages
  - Book 10, hold 5
  - Book 8, hold 4
  - Book 3, hold 1
- Don't take it personally!! Have you ever cancelled a doctor appointment? How about hair or nail appointment? You don't hate your doctor or hair dresser! Life happens. Take the emotion out of the equation. This business is mathematical not magical

## Have Fun!

- Once you have bookings you are in business! You are going to have a BLAST!