

Perfect Start Booking Conversation

Hi (Debbie) this is _____. Do you have a quick minute? Great I'm so excited I have just become a professional beauty consultant with Mary Kay and I could use your help to qualify for training...in order for me to qualify for the perfect start training program, (Debbie) I must conduct 8 facial parties in my first 2 weeks of business, All I need you to do is to have 3-6 friends over for a facial. I'll do all the work, there is no obligation to buy, but I'll have product with me just in case... For my qualification, I have 3 dates you can pick from to help me (Debbie) the _____ at _____, _____ the _____ at -----pm and _____ the _____ at _____ which is better for you? Great! name I really appreciate you being in my corner with my new business and there is a lot of free product available to you. (Debbie) Oh, there's one more thing... for me to get credit for the training, at least 2 of your guests, can't know me, must be over 18, and should not be on Mary Kay products with another consultant, do you think we can do that? Great, I will drop off at your door the free product info packet that explains all the ways you can earn up to \$300 in free product at this appointment. Will you be able to take a quick look through it so we can talk either tomorrow night or the next? Great what would be better for you.. taking a few minutes tomorrow night or would (wed.) night be better for you? Great.. would 8:30 or 9:00pm be better for you? Great.. so we have a date Wednesday at 9.. have the packet handy and I'll help you see how easy getting \$300 in free Mary Kay can be.. thanks again Debbie.... bye.

Tips

1. Your friends may say "sure, I'll help you, but first let me talk to a couple of my neighbors and see when the right day and time would be, then I'll call you back"

This is a **red flag** for you to say, "that's a good idea, but let's go ahead and pick a date and time that's at least good for you and me, we can always change it. Do you think the first week or the second would be good for you?

2. Do not try to book face to face, it's better on the phone at their home or at their place of work. People focus better and are less distracted.

3. Though you are working on Power start (scheduling 15classes, holding 10, or 30 faces with 4 weeks, try to focus on getting half way by the end of your second week. Your second appointments will help to fill weeks 3 and 4).

