

SCHEDULING APPOINTMENTS



<i>Law of Averages</i>	
Scheduled	Will Hold
10	6
8	5
5	3
3	1

Overcoming Booking Objections

Get familiar with these common objections and make these scripts your own. No, we don't want you to be pushy, but wimpy is not good either! Shoot for pleasantly persistent!

Objection~ "I don't have the time."

Response~ "I know how you feel. I am a very busy person also, but do you know what I have found? The busiest people get the most done. Our facial will only take 45 minutes and it sounds like you could use a little papering. Now, what part of the week is best for you, during the week or weekends? Wednesday or Thursday?...Afternoon or evening?...7:00 or 7:30? ...Great!

Objection~ "I don't know anyone."

Response~ "Well, I can understand how you feel, but you know what, I have found that this is a great way to meet your neighbors or the people at your church...now what part of the week is best for you?"...(follow format above.)

Objection~ "I just bought brand 'X' or I only use..."

Response~ "That great, you obviously know something about skin care. I can appreciate your knowledge and would really enjoy your comments on our skin care program...now, what part of the week is best for you?"

Objection~ "I have already tried Mary Kay."

Response~ "Great, when did you have a complimentary facial? Our products have change dramatically; I think you will be pleasantly surprised. Now which part of the week is best for you?"

Objection~ "I have company coming from out of town."

Response~ "Fantastic! Not only will they enjoy getting together, but I know that your (relative) will appreciate your thoughtfulness in arranging their complimentary Mary Kay facials. You may want to ask a few friends too. Now which part of the week is best for you?"

Objection~ "The kids will be home from school."

Response~ "That's great! I bet there will be times when you will want to get away and do something special for yourself. I have a special gift for the person who will be babysitting the kids!"

Objection~ "I tried that once and it broke me out/or I am allergic."

Response~ "How long has it been since you tried the products? We have all new formulas in the last couple years. There is a large variety of item in our line; I am sure you could try the body care or glamour products. Now what part of the week is best for you?"

Objection~ "I'm not a make-up person."

Response~ "Great because in Mary Kay we each skin care. Taking care of our skin is so important and during this hot/cold weather your skin will really appreciate the needed care. Now what part of the week is best for you?"



"Each of us should have a philosophy about how we conduct ourselves with others. A long time ago, I chose as my standard the Golden Rule: 'Do unto others as you would have them do unto you.' Some might consider the Golden Rule corny and old-fashioned, but no one can deny its simple truth. Imagine how much better our world would be if everyone lived by this creed."