

The Most Common Booking Objections

1. To Busy...

"I understand _____, you know, I'm a really busy person too, so I can appreciate that! It may take us an hour or so to find your special need & preferences, but after that I can save you an enormous amount of time- you'll never need to go to the mall again for your cosmetics. I can save you \$\$ too! Which would be better for you _____ or _____?"

2. Have to check with friends first...

I can appreciate that, however, why don't we go ahead and schedule it on my calendar and then let your friends know... if we have to change it we can later (this is the tentative booking approach). Those that can't come can schedule at a different time. Which is better for you at the beginning of the week or the end of the week?

3. Don't do parties...

That's good because I don't either. I hold private appointments in my home or yours. When would be a good time for you... this week or next?.. etc. Then casually invite her to share her time with a friend or two.

4. Don't know anybody...

I can appreciate that... I didn't know many people before I started Mary Kay. Why not just invite a neighbor on both sides and we'll ask them to each bring a friend...what a great way to get to know each other. Now, which is better for you, end of the week or beginning of the week?

5. NO \$\$...

I understand _____, you are aware that Mary Kay is a third to half less than anything at the department stores (just a few \$s more than Walmart) and you never even have to pay full price for our products. We have discounts & lots of ways to get it free, we even have NO Interest Payment Plans! Plus, there is no obligation to purchase. I'd just appreciate your honest opinion. Which is better for you _____ or _____?

6. Use Clinique (or Brand X)...

Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn't like Mary Kay at least as well, if not better than Clinique- I'd love to get your opinion- is there any reason you couldn't compare your _____ to Mary Kay? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, _____ or _____?

7. I Tried Mary Kay Once & Broke Out!...

I'm sorry you had that experience – may I ask how long it has been? (Explain the product changes) _____, may I ask you what you mean by 'Broke Out'? Was it blemishes? (Wrong formula) or little red itchy bumps? (A sensitivity to possibly one of the products – doesn't mean she can't use the whole line – some people have a "sensitivity to" milk & strawberries!) Is there any reason we couldn't work together to find the perfect program for you? Which would be better for you _____ or _____?

She Still Resists:

Tell you what- Here's my card (or my number), if you ever change your mind will you give me a call? I'd love to be the one to show you our products! **OR** Here's my card, if you know of anyone who would like to try our products, would you pass it on? **ALWAYS LEAVE WITH A YES**