

NEW CONSULTANT DIRECT ORIGINAL BOOKING APPROACH

When booking your first appointment one key element is to talk enthusiastically. This direct approach states to your prospects exactly why you are calling them and what is in it for them, which is why it is so successful. This booking talk was originated by Mary Kay herself. Do not change a word and call as many acquaintances and friends as you need to book your Perfect Start which is 8 to 10 classes booked in order to hold 5 in a two week period.

"Hi _____, this is _____. I am so excited! I've been selected as a Mary Kay Beauty Consultant and as part of my training, and to establish myself, I need to have five skin care classes to be held within the next two weeks. The company has asked me to be very selective since these classes will be the foundation of my new business. They have asked me to look for people who are friendly and outgoing and who take a real interest in their appearance. You know, _____, I immediately thought of you! Is there any reason why you couldn't be one of my first 5 hostesses? I think you would be GREAT! What is good for you, the beginning of the week or the end of the week? Thursday or Friday? 7:00 or 7:30 PM?"
(Be quiet and let her answer.)

After she says yes, book her date right away. Always give your hostess two choices: "What is better for you a weekend or weekday/weeknight? Afternoon or evening?" Make sure you pick times that are good for you!
(Be quiet and let her answer.)

The Most common objections:

- ☐ I have to check my schedule.
- ☐ I don't have my date book.
- ☐ I think I might have a little league game, etc.
- ☐ I don't know who to invite (ask her if she was getting married tomorrow who would be on her wedding list)
- ☐ What ever her objections, it does not matter, as long as she does not say NO thanks.

RESPONSE: “Let's go ahead and set a tentative date that is good for you. If your schedule changes, or your friends cannot come that day, we can change the date as long as it's this month. That way you can be one of my practice faces. So, let's go ahead and set a tentative date. Is during the week or on the weekend best for you?” Book the date and time!

Set your goals and aim high!

You can do it!