

The Only Booking Dialogue you'll ever need.....

“Hi _____ . This is _____ calling! Do you have a quick second?”

“I’m so excited about a decision I’ve made. I’ve decided to

- 1) build my own business with Mary Kay Cosmetics
- 2) raise money for the Mary Kay Ash Charitable foundation which supports research into the cancers that affect women
- 3) promote myself up to mid-management
- 4) blitz my business this week (month)
- 5) take my Director’s challenge

What I need to do is:

- 1) get opinions from 15 women of my presentation and products over the next 2 weeks
- 2) hold 20 classes this month so I can reach my goal of \$_____ in donations
- 3) give information about the business of Mary Kay t the five sharpest women I know this week.

Is there any reason you could not:

- 1) let me borrow your face and your opinion? I’ll have a great gift for you.
- 2) Allow me to pamper you and some friends with a hand treatment, a skin care analysis and a color consultation? I’ll have a great gift for you, plus you can get free products
- 3) Get together with me later in the week over a coke or coffee and let me share the information with you? I’ll have a nice gift for you for listening. It may be for you or it may not, but you have nothing to lose to listen.

When she says “yes,” then immediately give her two choices of appointments... I have Tuesday night or Saturday morning available. Which works better for you?

Once you have scheduled a specific time, then add, “Janie, I also need the opinion of women I don’t know. Is there any reason you couldn’t include 2 or 2 women I don’t know? In fact, there is a way for you to get free product by doing this!”

“Great, I will call you tomorrow and get the names and telephone numbers of your guests. I need to call them in person so that I can get advance information on their skin types and skin care needs.”