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# How Do I Build My Business Fast?

## Booking Approach

When you are in conversation anywhere (ball game, at work, social situation, etc.) Simply ask, "By the way, I've been meaning to ask; when you need any cosmetics, do you like to buy them at full price, half off, or free?" She says, "Free", and you say, "Great, I was hoping you would say that, did you hear that Mary Kay is giving away free cosmetics this summer?"

## Booking Card

Then, reach into your purse or pocket and take out the Booking Card and say, "Look at this, a free mascara or \$10 selection for getting me 15 items in outside orders!

## Booking Box

Once you get a class booked, then you need a Booking Box, which is any kind of pretty box with a lid. Put ribbons, roses and glitz on the lid, and inside you place;

1. An empty Custom Compact
2. A \$15 Gift Certificate for product
3. A fun piece of jewelry (get it on sale at a department store)

When you arrive at the class and your hostess greets you with, "Can I help you bring anything in?" You say, "Yes, I want you to take this box and set it on the kitchen table and pick out a prize inside that you would like to win!" You then set up your table as she peeks inside the box. Other things you could put inside are:

1. Two movie passes
2. A manicure certificate
3. A \$5 McDonalds food coupon book for kids

Ask her then what she would like to win. Then say this, "Sue, your job tonight is this, get two bookings dated and you win one prize choice, three bookings dated and you get two prize choices, get four bookings (one can be your re-book) and win all three prizes! Was there anyone that wanted to come but couldn't attend? Want to call them now and ask if they'd like their own facial and have two friends share it with them?"

## How you handle the prize presentation:

At the end of the class when everyone is gone say, "Sue, I'm so proud of you, four bookings! Wow! Let's see, you booked your mom, your sister, Mary and yourself! Will you attend your sister's class? Great, which gift would you want to be presented in front of everyone first? (The \$15 Gift Certificate)." "Then, will you come to Mary's? Great, which prize would you like to receive that night? (The Compact) Great, and I'll have the jewelry to present to you at the next class!" (Do write in your datebook which prize to present at each class!)

## Why?

1. This helps prevent postponements; if she comes to get her hostess prize she encourages the new hostess to hold the class.
2. The new hostess sees Sue getting prizes and will work at getting you bookings also.
3. If you see Sue 3-5 times, first she is a great recruit prospect, and second, if she signs she is trained via her 3-5 observations!

## Recruiting Tickets:

Purchase tickets on a roll at Wal-Mart, and put two tickets at every guest's tray at classes. Then announce they can ask any question about starting a Mary Kay business during the class. Each question entitles them to put their name on the ticket and place it in the center of the table. At the end of the class the hostess will draw one lucky ticket for a wrapped gift (a wrapped Preferred Customer premium). With every question asked, respond with, "Great question!"

## Examples:

1. "How much do you make?" "Great question, do put your ticket in and I'll tell you how much I cleared at the end of the class, okay?"
2. "How many classes do you do a week?" "Great question, two to three."
3. "How does the moisturizer come?" "Great question, sorry no ticket in the middle....the answer is \_\_\_\_\_, do ask a company question again."

If someone asks a question you don't know the answer to: "Great question, put your ticket in and I don't know the answer, but may I call someone and get back to you tomorrow?" How do you use this? Don't be too concerned with the questions, but rather who is asking the most, who is the most energetic, and who has that sparkle in her eye!

## At Class End:

Ask all you select to take an information packet with them and ask if you can touch base with them tomorrow. Information packet contains:

1. An agreement
2. A Look Book
3. Some Company piece

## Show Close:

Use ours.

## Summary:

The Booking Approach, booking card and booking box are meant to keep three to five classes on your books each week. The booking box will help you recruit and insure against postponements. Closing the class by sets will increase your class sales to \$300-\$500 average. Recruiting tickets will help you discern future recruit prospects.