

Scheduling Appointments!

Know your Law of Averages

- 1/2 of the guests you invite and CONFIRM will attend.
- 1/2 of the classes you book and CONFIRM with hold.
- 1 out of 5 woman you share the marketing plan with will sign.

Your plan for success:

Booking your Classes

"Hi _____, this is _____ with Mary Kay. Do you have quick minute? Great! As you know I am a brand new consultant with Mary Kay and I am in a HUGE contest! I have to practice on as many faces as possible this month for my training and I was wondering if I could borrow your face and the faces of some of some of your friends? Can I count on you to let me practice on your face? Great! What would better for you, the weekend or a weekday? I have these three times available this week _____, _____ and _____. Which would be best for you? I will be calling you on _____ at _____ time to get your guest list for our class. I will also be sending you a hostess packet today to explain how you can earn \$100 in free products as a Thank you for helping me with my challenge!* Have a great

Common Objections & Correct Responses

1. "I'm too Busy!" Great! Mary Kay has taught us that it is the busiest people who get things done. That's one reason why I chose you!
2. "House Problems" Great! I would love to have you and your friends as guests in my home!
3. "I don't know anyone" Great! This will give you a chance to make some new friends! Just ask 2-3 people and have each of them bring 2-3 friends!
4. "I don't have any \$ to buy Mary Kay" Great! Did you realize that you can get your products at a reduced cost or even free when you share your facial with friends who purchase the product.
5. "I don't use makeup" I can appreciate that. I believe you will be really impressed with you skin care. I could certainly value your opinion and I believe you would have fun with it.
6. "I've been using Brand X" Great! I've heard a lot about that product, but I've never tried it. Getting your opinion would really help me later because I will be talking with others who use your brand too and your opinion will give me a good comparison.
7. "I'm Allergic" Mary Kay has just recently improved allof our skin care products. They are all now allergy tested and fragrance free! Mary Kay gives you the opportunity to try the products before you consider