

## *Anatomy of a Booking Script*

1. Greeting
2. Introduce yourself
3. Ask permission for her time
4. Tell her what you are calling for: get right to it
5. Give her a deadline to meet with you
6. Give her a choice between two time slots

Ex: Booking for Look Book (before and after makeover portfolio)

Hi Susie! It's Catherine with Mary Kay. Do you have a few minutes? Great! I'm in a contest to do more before and after photos in the first 15 days of the month than anyone else and I want to win! All we need to do is schedule a time to meet for about 40 minutes to do your makeover and take your picture. You get a free lip color and copies of your pictures just for helping me! I have Thurs or Fri evening. Which would be better for you?

Stop and wait for her to respond. If she hesitates, say, "let's just go ahead and pick a date that we think would work and if we have to move it later, that's ok. We just need to fit it in by the 15th."

Don't hesitate to be direct and on purpose. People really appreciate that. If you seem unsure of what you want, she will be unsure of whether to book with you.

Good luck and have fun everyone!