



Happy "ReNew" Year Head Start Checklist

Take a jump start in July with new business on the books! How do you do that? Use our great Customer Sweepstakes & Mary Kay's 2011 Advertising to build a new Before/After Portfolio in the first quarter of this seminar year.

Booking Checklist:

- AM I focused on booking?
- DO I give out cards and catalogues every week? (25+)
- DO I create opportunities to bring up my business in a casual conversation?
- DO I mention the "FOLLOW UP COLOR CONSULTATION" 7-10 times during my presentation?
- DO I schedule the 2nd appointment first during the individual close?
- DO I excite her about the possibility of sharing that appointment with friends?
- DO I create a fun environment at my product presentations, so that women are learning, having fun and would be proud to introduce me to their friends?
- DO I romance the hostess program during my presentation?
- DO I give my hostess extra attention by getting there early to only do HER makeover?
- HAVE I studied the main body of the booking script?
- HOW long has it been since I read the booking section of my training materials that came in the starter kit or on Intouch?

Here is a great script to book with your Before/After Portfolio:

Hi Suzie, this is _____, do you have a quick minute? Great! Suzie, I'm building a Fabulous 40 Portfolio in celebration of Mary Kay's New Year and I'm looking for 40 FABULOUS models to experience our new color looks! I would love to have you represent me in my portfolio and _____(choose your promotion of choice)! When we get together, I'll treat you to a new color look along with taking your before and after pictures! Which would be better for you, Suzie? (Give 2 date choices) Set the date and then say "I'm working toward 40 new faces in the next 40 days, is there any reason why you wouldn't want to SHARE your pampering time with a couple of friends? Great, I'll call in a couple of days to see when you can make it and talk about the colors you will try!

Solving your Postponements Checklist:

- Am I giving/explaining a hostess flyer with awesome incentives and cute invitations that she would be proud to hand out to her friends?
- Am I allowing her to select a look to try for her private makeover before the guests arrive? (This can be done at the time of booking.)
- If I have booked her more than 7 days away, do I send a reminder postcard or note, followed up with a reminder phone call?
- Do I call her invited guests to pre-profile and build excitement?
- Am I dressed professionally at my product presentations and do I look my beautiful best?
- Do I talk too much or do I get through my presentation fast and fun?
- Do I realize that in most cases it is unprofessional to eat, drink or use a hostess's restroom unless she is a close friend or relative... as I am there doing business?

