

Booking Your First Appointments

1. Make a list of everyone you know that has skin. Write them down with their phone numbers.
2. Go back over the list and highlight or put a checkmark by the names of those people you'd love to have on your team.
3. Set aside a time when you can call to book your appointments. Must be Un interrupted time—no kids.
4. Study your objections. The thing that ALWAYS works for me is saying after whatever objection they throw your way ... "GREAT!! I'm so glad..."
Example: She says, " Oh, I'd love to help you but I'm allergic to Mary Kay."
You say, " Great!! I'm so glad that you haven't tried the NEW Mary Kay that is safe for sensitive skin."
Or...She says, "Oh, I'm already using Clinique/ Estee Lauder/ Lancome..."
You say, "GREAT!! I'm so glad you are using another quality product. I'd love to get your opinion how it compare to Mary Kay."
5. Practice your script in the mirror several times.
6. Start calling. This is what to say:

"Hi _____ , this is _____ do you have a quick minute? You are probably think that I am crazy but I just started a business with Mary Kay Cosmetics and part of my initial training is to put together a before and after color portfolio for Certification of 15 faces in the next two weeks and when I thought about who might be kind enough to help me out I thought of you. I just need a few sharp women who would be willing to volunteer their faces and maybe invite a couple friends over to join them so that I can practice and qualify for my first reward. IS THERE ANY REASON WHY (very important to say it that way!) you wouldn't help me with my initial training in exchange for a free gift? I'd really appreciate the help!! It only takes about a an hour. Do you normally have more time during an evening or on a weekend?

7. After you have the appointment in your date book, then say:
(THE BIGGEST KEY IS ENTHUSIASM!!! Let her know you are excited.)

"I'll get back in touch with you to see who will join us so I can give them each a quick call to find out a little bit about their so I'm sure to bring the right products and samples with me! Would it be better for me to call you back tomorrow or _____? Great! I know we'll have a great time! I appreciate you and can't wait to give you some freebies! Talk to you on _____."

Always book twice as many as you want to hold!