

# SWING INTO ACTION!

Get Started Training  
Booking your first 15-30 faces

## HOW TO SCHEDULE YOUR FIRST EIGHT PARTIES AND GET OFF TO YOUR PERFECT START OR POWER START

Mary Kay said, “*Many a race is won at the starting gate*”! That is why part of your training is to get the opinion of 15-30 people about our products. (There are 30 disposable trays and applicators in your Starter Kit). You may do a *Perfect Start* with 15 single facials, or in 3 parties with 5 people each. One of the greatest advantages you can give yourself and the absolutely best thing you can do for your business would be your *Power Start* with 30 opinions. Do it the easy way, with 6 parties with 5 people each. Join the DIN DIN CLUB of WINNERS!! Do It Now! Do It Now!

### 1. MAKE YOUR LIST:

Make a list of everyone you know including friends, relatives, and acquaintances. Select the eight sharpest people on that list to call first. You have to book eight in order to hold five! This is the law of averages. Since we are in the people business, we have to be flexible and expect postponements and cancellations. By over-booking you can reach your goals.

### 2. BOOK YOUR APPOINTMENTS:

Thanks to NSD Auri Hatheway for this script!

Call each one to say “*Hi \_\_\_\_\_, this is \_\_\_\_\_.* Guess what???

*I’m so excited!! I’ve decided to start my own business, I teach skin care and makeup with Mary Kay.*

*I have a HUGE goal!!*

*My Director has challenged me to do 30 (15) facials and makeovers with Mary Kay in 30 days and I would love to borrow your face! Which would be better this week or next?*

*OK, I’m available Tuesday night at 7:00, Thursday night at 7:00 or Sat. at 10:00. Which one is better for you? (give her the time slots YOU have available).*

(Mark your Datebook ahead of time for available appointment times. Always give a choice of 2 or 3, right down to time of day).

*We can do this appointment at your home or at my home/the MK Studio. (if available) Which is better 4 U?*

### 3. PRE-PROFILE: Having determined a definite date

and time for her, ask these **simplified questions** from the **PROFILE CARD**, and enter her answers where you think appropriate on the left of her **PROFILE CARD** (she will fill in the right side AT THE APPOINTMENT):

1. How would you describe your skin? Dry, oily or a little of both?
2. What are you currently using to clean your face?
3. What is the one thing you would really like to change about your skin?

These next questions will help you to select complimentary colors, or the appropriate Look Card.

1. What is your favorite color to wear?
2. Will you be wearing it to the appointment?
3. Would you prefer a natural, classic or dramatic look?

### NOTE:

It is important to remember, you are not selling the product at this time, you are booking the appointment. Write down her responses to these questions and **do not solve any problems** on the phone especially when she shares with you what she would like to change about her skin. Only answer her with “**Great, you are going to find this fun and interesting!**”

### 4. TURN FACIAL INTO A PARTY:

\_\_\_\_\_, (her name) when I come for your facial on time, date is there any reason why you couldn’t share that time with a couple of your girlfriends? It would be so much more fun for you!! And it would SO help me reach my goal of 30 facials.

(Allow for response)—if positive;

“Who are you thinking of coming?”

List the names on the back of her Profile Card.

“When will you be checking with them? Oh great! Would you call me and let me know who is coming so I can call ahead and ask them the same information I just got from you so I will be really prepared?” Thanks!

You know \_\_\_\_\_, when at least 2 of your friends attend, you could qualify for \$50-\$100 in FREE Product!!