

How do I get my first Bookings?

Getting Started

Complete your contact list

Mark your date book with 8 appointment times in the next 2 weeks

Learn the following script. Be excited!

Be ready for objections (they're to be expected and don't always mean no!)

Schedule a time to make the calls (a 2 hour block of time, maybe 7-9pm)

Stay at it until you get at least 5 scheduled! (Never book 1 or 2 at a time, always have 5)

Book 8 classes in your first 7 days and earn a special prize from Dynetta

Read the script over and over until it sounds natural to you. Practice calling your recruiter or family member or me and say it word for word. Do not change a thing!



Your Script

"Hi _____, this is _____. Do you have a quick minute? Great! You're not going to believe this, but I just started a new business with Mary Kay cosmetics and I am so excited and I really need to practice to get started! Can I borrow your face? :) Great! I need to practice on 30 faces in my first 30 days, so, since I'm you're going to let me practice with you, is there any reason you couldn't invite a few friends over that I don't know to join you at your skin care session so I reach my 30 faces faster? Just for helping me out you'll get some discounted or maybe even free Mary Kay product for yourself! (pause) Great! What's better for you, during the week or weekends?" (pause)

Continue to give her no more than 2 choices at a time until you book it. Then say...

Now, for this to count for me as a party, we need to have at least three people there, but you can have up to five besides yourself, so I'd invite 10 or so. All I need is an invite list with names, phone numbers of the ladies you have invited. Would you like me to call you tomorrow or would (the next day) be better? Set a time within 24-48 hours of booking the appointment to call her back to get the guest list. This helps ensure she holds the appointment.

One last thing... this is a part of my training and I have to hold my sessions in a designated period of time to get credit so it's really important that we hold it on the date we selected. Thank you so much for doing this _____. You're such a great friend and I can't wait to get together with you. We are going to have so much fun!"

Overcoming Booking Objections

LISTEN to the objection - CLARIFY what she says - ACKNOWLEDGE the concern & - OFFER the solution

End each response with: When would work better for you, weekdays or weekends?

I don't wear make up: Great! Because Mary Kay is primarily a skin care company, and if you don't wear much make up, I'm sure you want your skin to look its best, am I right? If I offered you a complimentary skin care session, would you give me your honest opinion of our skin care system? I would have a free gift for you, just for about an hour of your time, and it would really help me with my training!

Let me check with my friends and I'll get back to you on a date: I understand ...but why don't we schedule a tentative date so that you have something to work with when you're talking to your friends. We know that you and I need to be there so...lets find a date that works for us and you can see who can come. If it doesn't work for most people then we can change it. Otherwise, if you try to coordinate everyone's schedule it will be impossible...so when would be good for you, weekdays or weekends?

I'm just too busy: I totally understand! I'm a really busy person too so I can appreciate that! That's exactly why you deserve to be pampered and it will only take about an hour of your time and will be a lot of fun. We can squeeze it in one night after work or on the weekend...so what works best for you?

I don't have any money: I completely understand. There is absolutely NO obligation to purchase anything...this is my training! I'd just love your honest opinion of our products and for you to have some fun. We could even include some of your friends and you can get products discounted or maybe even free when you share your appointment?! So what works best for you?

I only use brand X: Great! I love when a woman understand the value of using a good system. If I offered you a complimentary skin care session all I'd ask in return is your honest opinion of how our skin care system compares to yours; you don't have to buy a thing! So what works best for you, weekdays or weekends?

I tried Mary Kay once and broke out: I'm so sorry to hear that! How long ago? May I ask what you mean by "broke out"? Was it blemishes (wrong formula) or little red itchy bumps (allergic reaction or sensitivity to an ingredient). It sounds like it may have been the wrong formula/ingredient sensitivity (choose) and I would love to get together to find the perfect program for you or let you try our color cosmetics!

I don't know anyone who uses Mary Kay: That's great! I wouldn't want to take a Mary Kay customer away from a Consultant so I prefer that you invite friends, family, co-workers, etc. who want to have fun and try new products! So what works best for you, weekdays or weekends?