

Booking your Perfect or Power Start

Getting Started

1. Complete your contact list of 30– 100 names.
2. Choose your goal of either a perfect start (15 faces in 15 days) or power start (30 faces in 30 days).
3. Mark your date book with your available appointment times in the next 2-4 weeks
4. Schedule a time to make the calls (*you may need to do this a few times to get your perfect or power start booked*)
5. Learn the following script. Practice it until it sounds natural to you.
6. Be prepared in case you get an objection. It's normal to get a few and you CAN overcome them.
7. Make your booking calls during your scheduled time! (Stay at it until you get at least 5 bookings!)
8. Continue calling everyone on your contact list to book more than you think you can hold so even if someone needs to reschedule you can still complete your perfect or power start.

Your Script

"Hello _____, this is _____. Do you have a quick minute? Great! You're not going to believe this, but I just started a new business teaching skin care and color with the NEW Mary Kay cosmetics and I am so excited! (or whatever emotion you are feeling) I need a huge favor. During my first month of business I have a goal to practice my presentation with 30 women and I was hoping that you would let me practice with you...I promise it will be fun...so would you be willing to help me out by having a free makeover."

Great! I can come to you...What's normally best ... weekends or weeknights?" (pause)
Continue to give her no more than 2 choices at a time until you book it. (A booking is a date, time, & place...be sure to get her address if you are going to her)
Then say....

Turning the facial into a party

"_____ I have you down for _____ at _____. Since I need to practice my presentation with 30 women...Off the top of your head...if you could share your makeover with any two people...who would they be? (pause wait for answer) "Perfect, what are their names? (write them down) Who else would you want to invite? What are their names?"

"Would you be able to connect with them by _____ (within 24-48hrs) to see if they can join you? Sounds good, I'll call you on _____ and see who can come? What I like to do is to get your guests names and numbers and call them to find out about their skin type so I can be best prepared. Would it be easier for you to text me their numbers or to get them to me over the phone?"

"Okay...Thank you for helping me reach my first goal in my business. I'm excited to get together with you on _____ at _____! Talk to you on _____."