

BOOKING

1.Booking is an attitude.

If you think you can, you can. If you think you can't, you can't. I LOVE TO BOOK, EVERYONE WANTS TO BOOK WITH ME, MY DATEBOOK IS ALWAYS FULL BECAUSE I AM A BOOKING MACHINE!

2. The Booking cycle:

Begins with initial bookings, future bookings from classes, etc.... This is the way Mary Kay intended it to be! This is called working full circle. Work at your classes. Mary Kay encourages us to work smarter instead of harder by taking advantage of the opportunity at each class to ask for sales, future booking, and prospective interviews/recruits. When we work this method as she intended us to, we get more yes's, save time and can pick up the phone in our offices less often!

Booking is the lifeline of our business. If you are out of bookings, you are out of business!

Booking should be incorporated into your day, everyday!!!

3. Working throug objections: Fell Felt Found rule!

4. Booking scripts!

BOOKING SCRIPTS:

Perfect Start or Power Start: Hi (Name) this is (Terezeja Calling) Do you have a quick minute. I am so excited, I just started my own business teaching skin care and color cosmetics with Mary Kay. As part of my training I need to practice on 30 faces in the next 30 days. Is there any reason why you couldn't be one of my practice faces? Great, would a weekend or weekday work better for you. Now (name) it would really help me with my goal if you could invite some friends. If you have just two or more friends join you who do not already have a Mary Kay consultant I will give you \$70.00 worth of product for only \$30.00, that's \$40.00 in free product just for helping me. Do you think it will be just you or will you have a few friends join you! (Thank her, confirm the date and tell her when you will be calling to confirm and get the number of guests)

Initial class bookings: Hi (Suzie), this is (Terezeja) calling. Do you have just a quick minute? I am so excited....Mary Kay Corporate just gave us permission to run an unbelievable special from (dates you want - make sure there is a deadline of only 2-3 weeks) in honor of our founder Mary Kay Ash. We are truly thankful for our hostesses because, without you, we'd be out of business. To thank you for your support and loyalty, I have a phenomenal offer for you. When you invite a few friends over for a relaxing a pampering appointment at either your home or mine, you will receive 10% off per guest that is 18 and up! That means, (Suzie), you may have as many as 5 friends and receive 50% off anything you want!!! You may use it for yourself and for gifts - it's totally up to you! (Now here's the kicker..) and (Suzie) - that's not all! Whatever discount you earn at this appointment, you will receive that same discount on all of your reorders until June of 2002!!! Can you stand it????

Warm Chatter Booking: Excuse me, has anyone ever offered you a complimentary facial with

Mary Kay before? Are you familiar with Mary Kay. You would be a perfect face model for our _____? Here is my business card with my number, go ahead and jot down yours # , and if it is okay I can call you and set up a day and time that would be good for you to be a face model for me!

Script to Pre-profile:

Hi! This is _____. I'm a friend of _____. I also happen to be her Mary Kay Beauty Consultant and I am doing the pampering session you have been invited to be a very special part of this _____(date and time) at _____. I just wanted you to know that I am so excited about meeting you and pampering you! We're going to have so much fun and you are going to get totally pampered for FREE! I want you to know it's totally casual, comfortable, and complementary. There is absolutely no obligation but ___(hostess) does get credit just for you coming! I would love to find out from you a little bit about your skin type and what you would like to improve about your skin. That way we can focus on what you want to focus on at the pampering session, and you can get the most out of it! So, when you have just a minute, give me a call back. Again, my name is ___ and my # is _____. Can't wait to see you! We're going to have so much fun. I'll see ya on _____ at _____(date and time). Have a great night, Bye!

(most of the time I have to leave a message)

Calling Gift of Friendship Referrals:

Hello, may I speak with ____? Hi, this is _____ calling and we both have a friend in _____. Did I catch you at a good time? GREAT!! Well, I just wanted to take a quick minute to let you know that _____ thinks the world of you and has given you the wonderful gift of friendship. I recently treated her to a very pampering, complimentary facial with Mary Kay Cosmetics. She loved it so much that she asked me to give you a free pampering session, along with a \$10.00 gift certificate, because she KNEW that you deserved to be pampered. So, I'm calling to see when is the best time for you daytime or evening? Weekday or Weekend? Six or seven?