

# 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 through 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