

91 Booking Ideas...

(Take 5 ideas and work with them! Keep this in your file at home so that you can refer to them!!!!)

*NSD Sheron Flaster sent this and I'm sharing it with you. **BOOKINGS ARE THE LIFELINE** of your business. If you're out of bookings you're out of business.*

*Booking is an attitude. If you think you can - you can.
If you think you can't - you're right!*

BOOKING IDEAS.....they're everywhere.....

1. Friends, relatives, neighbors, people you work with, people you once worked with, former classmates, people from your husband's job or organizations, recreation contacts - this is a way to get started. Use Booking Dialogue "How to Book Your 1st Eight Classes."
2. Promotion - Dialogue "How to Book Your 1st Eight Classes." Change to say you are getting a promotion to Star Consultant, Star Recruiter, Team Leader, etc. Use with family, friends, former hostess, etc.
3. Portfolio - One of the most successful ways to book appointments. All women love to be a model.
4. Check-up Facials (or color appointments) - to everyone who buys the basic set.
5. To Earn free - for those customers who couldn't afford all the product they wanted.
6. Selective Approach - people you just like.
7. Hostess Contest - Rebook past hostesses - "having a contest and just thought about you."
8. Tentative Date Approach - use when a hostess is unsure of the date.
9. Facial Boxes - put in businesses, doctor's office, restaurants, florist, cleaners, dress shops, etc.

10. People in your neighborhood or apartment complexes. Send a flier or use the Introduce Yourself Letter from the Company.
11. Telephone Book - use a survey.

Remember...choose five to work with!!

12. Welcome Wagon, New Comers to church or neighborhood.
13. Beauty Books - Leave everywhere - Doctor's/Dentist's offices, beauty shops, laundry mats, store bulletin boards, reception areas, large buildings' bathrooms, mall bathrooms, restaurants, etc.
14. Warm Chatter - Use a survey or portfolio booking approach.
15. Book to Look - have basket in center of table and when they book, they get to draw for an extra hostess gift.
16. Glamour Classes - invite preferred customers to your home where they can learn a new glamour look for spring/summer.
17. People who have postponed or canceled.
18. Mother's Day Class - all of your customers for a Mother's Day Gift from you.
19. Birthday Class - all of your customers who have a birthday in the same month. Or have a birthday party for Mary Kay's birthday May 12 & donate some proceeds toward Cancer Research.
20. Clubs, Organizations, Drill Teams, Cosmetology Classes, Home Economics Classes, Physical Education Classes - offer to do a special talk, do two models, get names of everyone attending and follow-up for individual consultations.
21. 1/2 Price Sale - for anyone who didn't buy the basic set. Call and offer basic set at half price if they share a facial with three ladies you haven't facialed.
22. Offer a special gift for having 5 people at their check-up facial/color appt.

23. Mini Class - use these words when someone says they don't want to invite friends over for a skin care class. Have them only invite 2 friends for a mini class.
24. Business Cards - spray with cologne and insert when mailing a bill, making a bank deposit, giving a check, paying with cash or a credit card.
25. Wear Mary Kay Pin Upside Down - people will tell you that it is upside down. Thank them for telling you and offer to give them a free facial for being so nice.
26. Give your hostess an extra special gift if she has three bookings before you arrive to do her class. 😊 😊
27. Wedding Parties - look in the local newspaper and call the brides from engagement announcements and offer to do their wedding party.
28. New Mothers - look in the local newspaper and call the new mothers and offer to do a free makeover.
29. Contact Bridal Shoppes, Photography Studios, Catering Services - offer to be a part of their wedding or advertising package.

Have you picked your five???????

30. Fun Packages - make up packages of product or use a beauty book and have special customers sell a certain product for you. Example: sell 6 lip glosses - get one free. This approach is great for teenagers.
31. Surveys - everyone loves to give their opinion. Do it everywhere you go, use your neighborhood directory, church directory, or go to the library and use the Cross reference Directory that has a list of all the people living on each street in the city.
32. Nail Care, Boutique, or Gift Classes - have special classes with your customers or your potential customers where you just show nail care, body care, Spa products, Supplements or fragrance items.

33. Booking Game - use at classes. While the masque is drying have them write down the names of their friends and phone numbers for referrals for booking. Give a small prize for the most names. Example: an eyebrow brush.
34. Penny Booking Idea - use at classes. Put a penny on a tray. When the customer asks about the penny explain that when they start with at least the basic set they can use their penny to purchase one item when they share their check up facial/color appt. with three friends.
35. Promotions or Transfers - watch newspaper for ladies who receive a promotion or transfer. Call them and congratulate them. Offer them a free facial.
36. Teachers of Your Children - Don't forget to do something nice for them. Teacher Appreciation Day May 8th!!!
37. Chamber of Commerce - most cities have a book you can buy with a list of all clubs and organizations. Follow up by calling the program or social chairman requesting the opportunity to do a program on skin care at one of their meetings or coffees. Tell them there will be no sales that day.
38. Ministers - these people know women who may need some help with self esteem and also who may need to work.
39. Men's Wives/Girlfriends/Moms/Daughters - think of the men you come in contact with each day - insurance men, repairmen, husband's friends, postman, UPS man, etc. also men with whom you work. They all have wives or female friends. Don't forget them.
40. While vacationing - remember we have no territories. Always take your Go Case with you on trips. You can get lots of business and recruits. It is relaxing, fun and deductible.
41. Nursing Homes - these people need attention and can become your best customers. They will love it. Pamper them!
42. Business, Modeling, or Beauty Schools - wonderful source for skin care and glamour presentation.

43. Hotel, Motel and Restaurant Employees - contact the manager. They love for their employees to look their best. Offer to teach skin care/image.
44. Conventions - ever think about what the wives have to do at conventions? Find out who the manager is of the hotel for these events and you can often have a room to give facials to the ladies.
45. Referrals - always ask for referrals from each person you come into contact with. Make this a habit.
46. Fashion Shows - offer to do the models or set up a booth and offer a drawing.
47. Miss Teen Contest, pageants, etc. - offer to do a model or set up a booth and offer a drawing.

I know it's hard, but just choose five to start with!!!

48. Drama and Theater Groups - these people must have makeup.
49. Preprofiled Guest List - any guest you have preprofiled that was unable to attend a class.
50. Sample Booking - staple samples to your business cards or Beauty Book. When you meet someone you would like to book - tell her you're doing a "customer acceptance survey" on an exciting new product and would they test your product for 24 hours?
51. Then call them back and ask how they liked the product and ask for her opinion of TimeWise and book her a skin care consultation.
52. Halloween Booking - give out a small facial certificate to all the children offering their mother a free facial.
53. Ads - place small company-approved ad in your church, subdivision, or local newspapers. (Check with your Director for approved advertising).
54. Reorder Bookings - offer customer a chance to win their reorder free by booking a class.

55. Fundraising Groups - Women's Clubs, Churches, Cheerleaders, etc. - offer a percentage of sales for their great project. Example: let them sell Satin Hands, lip gloss, sun screen, etc. and give them 25% to 30% of everything they sell.
56. PhotoMat Sales People - drive up and look at photo albums for your portfolios. Tell them what it is for. Offer before and after makeover for her.
57. Telephone Solicitors - listen to her sales presentations, decline politely, tell her you are in a contest to give away free makeovers to the next 10 women you talk with and she is a lucky winner.
58. Anyone who sells you something - your way of thanking them for being so nice.
59. Booths - you can set up booths at arts and craft festivals, bridal shows, or any place you can display your product. Remember you are not allowed to sell from a booth. Only take booking leads.

WELLLL ??? E-mail me and let me know which five of these ideas EXCITE YOU !! What would be FUN!!???

60. Sororities and Frats - Contact College Sororities and Frats
61. 66. Graduates - Schools, Back to School
62. Lip on Card - See Sheet on Demo Lipcolor On Your Business Card
63. Portfolio - Before/After Pictures
64. Hot Lip Parties - Model Class At Meeting 
65. Glamour Shops - Introduce New Spring/Fall Colors
66. Scavenger Hunt--see my website at www.juliepotts.com for a scavenger hunt sheet
67. Preferred Hostesses - 20 Customers, 3 Shows/Yr., Priority Seating, 50% Off Fragrances

68. Facial Thru Mail - Send Foil Samplers with Beauty Book to try, then call back!
69. Mother/Daughter - Mother/Daughter Before and After Pictures
70. Holiday Glamour - Using Special Holiday looks
71. Nails - 85% Use It - Nail Care Class
72. Monday Night Model - offer Model's special.
73. Gift Certificates for Makeover/Holidays.
74. Use Trend Look Cards to book second facials.
75. Pool Party - Summer looks around a child's pool. Do a Hollywood Legs Class.
76. Cards with Husbands - Tips - When husband goes out for lunch, he leaves your business card with his tip.
77. Gift Giving Service - Executive Shopping Letter.
78. Open House - Send out invitations, make appointments.
79. College Dorms and High Schools - business clubs, DECA.

Isn't this just what you needed?...to be a STAR this quarter !!!

80. Anniversaries - Offer to do makeover before dinner.
81. Cold Weather Classes - Time to reprofile for Winter. Warm Weather - Summer time!
82. Day Care Centers
83. Lunchtime Facials - or hand facials when you're on the run!
84. Paper Clip on Profile - 6 Months - Facial, Nail Care, Body Care, Foot Clinic, New Colors

85. Take Hand Facial - Satin Hands
86. Model of the Month - Before and After pictures taken with own camera. At the end of the month, one is chosen and receives a gift.
87. Fragrance Clinic - Show the layering of fragrances.
88. Brush Clinic - how to use brushes.
89. Trend Look - Pick one look out of Look Book and promote for a month.
90. Eye Clinic - Do eye looks on half of face only.

91. Glamour Clinic - for women who wear glasses.

OPEN YOUR MOUTH - JUST ASK!

***Do not depend on one idea for bookings. Use many. Booking is truly the lifeline of your business. Master your booking skills and you will sell!.**

**Now tell me, if you use all of these ideas,
how could you ever be out of bookings?*

Tips on Booking

1. Look sharp. 🥰
2. Be enthusiastic.
3. Get the dollar signs out of your eyes.
4. When you knock on the door for an appointment; think bookings, bookings, bookings. It's better to have a \$100 class with 2 bookings than a \$200 class with no bookings.
5. Think of your customer's best interest, not yours.
6. Look and act busy.
7. Have date book full, even if it's with birthdays, poems, anniversaries, or recipes.

8. You select the date. Give them a choice of two times.
9. Book close in - never book over two weeks away.
10. Make your hostess feel special.
11. Have a booking list going at all times.
12. Remember to always overbook - we always have postponements.
13. Always send thank you notes to your hostess in advance.
14. Remember booking is sharing.
15. Remember you won't book everyone you ask.
16. Having a booking goal per day. I recommend two per day or 10 a week to cover any postponements.
17. Try each idea five times!!!!
18. Remember booking is a numbers game.
19. Follow the three foot rule. Anyone coming within three feet of you is a booking prospect.

Dialogues

*USE THIS ON ALL DIALOGUES. "Hi! _____ (her name), this is _____ (your name) with Mary Kay Cosmetics. **The reason I am calling is _____ (your booking dialogue).**"

Then give them a choice for their booking time. "Which is best for you the first of the week or the last? Morning or evening? Lunch hour or evening? I have Tuesday at 12 or Wednesday at 7? Which is better for you?"

Booking Dialogues.....

"You don't know me but Sally Smith gave me your name and thought you would enjoy being pampered with a facial. now, I know you are busy just as I am, and I do have a couple of openings

this week, what would be best for you...?" If she says, "Thank you for your call, but I'm really not interested, I don't wear a lot of makeup."

YOU SAY THIS: "I can certainly understand that Janie. What we actually teach is skin care. It's a very simple process and the only way we can advertise is by giving complimentary facials with no obligations on your part. Which would be best for you...?" If she still objects and says, "No, I really just don't want to."

YOU SAY THIS: "Thank you for your time."

After giving her a sample.....- Ask her opinion and a couple questions about comments from her husband or boyfriend and then say, "Janie, you've just been so nice to do this for me. I'd really like to do something nice for you, and I'd like to come over and give you a complimentary facial and get your opinion of our skin care."

"My Company has asked me to put together a before and after Glamour Portfolio you know like you see in Glamour and Good Housekeeping. I would love to have you as model. I'm making appointments for the week of _____. Which do you feel would be best for you--the beginning or the end of the week? Tuesday or Wednesday? 7 or 7:30?" After the appointment is made..you say, "Let me ask you something...do you have a friend or two that might help me critique your look for the Portfolio." She answers..then say, "Great..I'll even show you all how to do the 5 second facelift. Tell them I'll be showing you this..it is really fantastic."(Or it could be a Holiday Portfolio - Career Woman's Portfolio - etc.) you choose!

You are one of the lucky winners or our door prize drawings from the _____ booth. You have won a free glamour makeover like the one's you see in Glamour and Good Housekeeping."

When they give the objection that they are too busy... SAY THIS: "Let's set a tentative date with the understanding that if you can't hold the date you can call and we can reschedule the date."

"You have been so nice to me and I would like to do something nice for you. I would like to give you a free makeover like you see in Glamour and Good Housekeeping."