

# HOW TO BOOK

## Basic Booking to Guarantee Few Postponements and High Sales

1. Make a list of all the women you know that you have not facialed yet or would need an updated look.
2. Write their phone numbers next to their name.
3. Put a \* next to the names of the women that you can see in person.
4. Decide on a reason for booking those women (Model of Beauty, etc.)
5. Carve out minutes of time during your day for making phone calls - don't set aside a whole evening or afternoon - you'll get scared.
6. Practice how you will ask them - including the chit-chat involved first.
7. Decide on what incentive you'll have for her - it can be:
  - Discount
  - Free Product
  - Computerized look with take-home instructions (Before and After Model Portfolio)
  - Free Gift
  - Meeting her need (professional look for work, glamour look for wedding, etc.)

\*\* Your incentive may be more than one of the above.
8. Keep a running list - as you think of more names, write them down.
9. Call the 'easiest' name first. This boosts your morale.
10. If you need to, listen to a Positive CD before calling, or put on pumped-up music before.
11. Have your date-book open and filled with your personal obligations. Know when

YOU have the time to schedule an appointment.

12. Be sure to focus on a FACIAL appointment first. It totally depends on the customer - some like groups, some don't. Be totally open to what she likes.
13. Be excited - have a positive expectancy and even 'role-play' her positive response in a day dream before you call.
14. Make the calls. Don't worry about the answers, just get through your list.
15. Celebrate your success. Even one booking is a success! Jump, dance sing - you just accomplished the most important part of your business! Booking -

Here are some 'scripts'....

**# 1 Hi, I'm so excited! Our company just came out with computerized custom makeovers and I'd love for you to try the special look they pick for you! Do you have time in the next week that we could get together? I'll print out the computerized report based on your hair, eye shape & color and lip shape—it is SO cool. I haven't had anyone try it yet who doesn't LOVE their new look—and there are several to choose from. Which would be better for you, a day or an evening? (set the day and time then say) As long as I'm coming, if you know anyone else who would enjoy a computerized makeover, they're more than welcome to be there too! I'll bring along a couple of extra trays and mirrors just in case! When you mention what you're doing they'll all be jealous!! :)**

**#2 Hi \_\_\_\_\_, am I catching you at a bad time? I was wondering if I could 'borrow your face' for a contest I'm in this summer! For the month of Aug/Sept (YOU decide) we are to do 30 faces and I was hoping you could help me out. You don't have to buy anything...I just need to put Mary Kay on 30 faces next month. I thought if you could check your calendar, maybe we could squeeze in an hour or so and you could pamper yourself! Great. When is a good day for you—beginning of the week or end of the week. Good. What about Tuesday or Wednesday? Great. Is next Tuesday good for you? OK. Which would be better, 7 or 7:30. Super. Now, as long as I'm coming if you know of anyone who would enjoy a makeover, that would be great if they would like to join in. They don't have to buy a thing—it's just one more face on my way to 30! Great! I'd appreciate you thinking of anyone you can!**

#3 Hi \_\_\_\_\_, am I catching you at a bad time? I don't know if you knew or not that I am a consultant with Mary Kay cosmetics. Part of my training this summer is to practice on 30 faces during the month of Aug/Sept. If I could 'borrow your face', you don't have to buy anything, I just need to practice doing facials. Would a day or evening be better for you...(etc., see above)

#4 Hi \_\_\_\_\_, am I catching you at a bad time? Say, I was wondering if you could help me out. I have some great new products out that I would like to test market on my best customers. If you have some time available in the next two weeks, I thought perhaps we could get together and you can try them and let me know what you think. I'm not asking you to buy them—just give me your opinion. Would there be a day next week that is better for you?

#5 Hi \_\_\_\_\_, am I catching you at a bad time? (Chit chat for a little) You might think I'm crazy, but I was wondering if I could ask you a favor. As part of our on-going training in Mary Kay, the company has asked that we try our new products on 30 women during the month of Aug/Sept. If you wouldn't mind being one of my 'models', I'd really appreciate it. You don't have to buy anything—I would just need to take about 45 minutes or less of your time and get your opinion of our new products. Do you have a day that would be good for you in the next two weeks?

Then...be prepared for objections. Women are busy. When they tell you no, it may be just that they can't imagine a time, so it is up to you to make yourself available to their schedules. Try these ideas:

"I am so busy" "Yes, you are. I totally understand. That is why I thought you could use some time off just to pamper yourself. Is there a day or evening that you could squeeze out some time for yourself?" (notice you are making it for HER benefit, not yours)

"We're leaving on vacation" Oh great. Where are you going? When will you be back? Would you mind if we set something up for the week after you get back—I don't know about you but traveling with kids always makes me need a vacation from my vacation!"

"After the holiday" "That sounds good to me. Would a day or evening be better for you (or if you work a full time job say: Would an evening or weekend be better for you?)

"I don't know with the kids soccer (baseball, youth camp, etc.) schedules, it seems I'm always running" "I know what you mean. Do they have games (camp, etc.) every day? What about while they're at camp? Or What about a morning?

