

The 15 Minute House Call

Rhonda Ross

I've learned that when I am already in front of a guest at a party, she is going to *fall in love with the products* and I am also hoping she *falls in love with me*. That's why it's easiest to book classes from classes. If it's not broke, don't fix it. If what you're doing is working, and your books are full, keep doing what you're doing. You're on a roll!

The greater challenge is with those **warm chatter** leads that you got at the grocery store, who met you briefly when you were in your sweats (face on of course!) and you had your kids with you. She didn't get to fall in love with MK and she is not sure she wants to spend an hour with you. You've called her and she hasn't called you back. When you reached her she said she is too busy and to try her next week. And the leads from **fishbowls/facial boxes**, they don't know you at all.

I KNOW if I could get in front of those women for 15 minutes lookin' sharp, face-to-face, with my basket of goodies and make her feel special ... she is going to love MK, love me, and the booking will be a snap.

The idea is not a new one, I cannot take credit, but I can share how I use it and how it has worked for me.

THE CALL: Timing is everything. You want to call her when you can actually meet with her in the next 24-48 hours. (Don't call on Thursday if you can't see her until Mon.) I like to call on Sunday evenings and set up **15 Minute House Calls**.

THE DIALOGUE: *"Hi Sue, this is _____ . You don't know me but you entered your name in the drawing at _____ to win a pampering session and makeover. Do you remember? Great. Well guess what? (pause) You won!"* (She's excited.)

"Sue, when was the last time you got some pampering?" (She thinks, and it has been way too long.)

*"Sue, congratulations! What I do is arrange a **15 Minute House Call** in the next day or so. I know you're busy, so this keeps it short and sweet. At that time I'll give you a hand pampering treat, leave you some MK goodies, ask you a little about your skin, and show you the looks you can choose from for your makeover. Then we can set up your FULL pampering session. Do you work during the day, or do you have a flexible schedule?"* (Offer her 2 choices until you have a time booked. Ask for directions. Thank her.

THE BASKET: In your basket/tote, have your Satin Hands Demo Set and a "goodie bag" for her. I use the small Mary Kay plastic bags and put in them: Look Book,

Lipstick sample, purse size Hand Cream, Microdermabrasion sample, and a Skin Care Profile. Have your current HOSTESS GIFT, Hostess fliers, your date book, and a pen.

YOU: Look the part from head to toe.

THE VISIT: Make a great impression by arriving on time. Smile, extend your hand, etc. Thank her for having you into her home. Ask to start in the kitchen. Demo Satin Hands and ask her about her, her family, whatever. **FOCUS ON HER.** Empty out her goodie bag and share how to use things. Fill out the profile with her. Show her the looks and ask her which one she'd like to try at her full pampering session. Book her for that. Let her know she can earn the Satin Hands Set she tried when she has 3 friends join her or when she has 5 join her she can earn the Microdermabrasion Set. (You can fill in her guests on the profile card if it works for both of you.) *Ask for permission to **call her the next day** to get the rest of her guest list and to find out who is coming. Thank her again, "I hope you enjoyed this pampering. It is just a taste of what's to come. Thank you for your time."*

SCHEDULING: Be smart. If you have a 7:00 class, schedule these before your class because you're already dressed, etc. Schedule a few together in a block on one morning (9:30, 10:00, 10:30 and 11:00.)

So far, my results have been 100% booked, and most are booking classes. Guest lists are in my hands within 24 hours because when I call the next day they are still excited and they didn't have enough time to "over-think", get disorganized, etc.

Because it really is all about the relationship, I believe this time is very valuable. I haven't focused at all on selling during this appointment. I would much rather her schedule a facial/class than to just buy from me that one time without trying any MK on her face.

Focus on her. Focus on her. Focus on her.