

How Many Times Should I Call to Book?

It has been said that 80% of all sales are made after the 5th contact.....but only 10% of sales people are willing to make those 5 calls! Be part of that 10% by being PLEASANTLY persistent.

5 Suggested Messages by NSD Tammy Crayk

Call #1

Hi Carol, this is _____ with Mary Kay. We met the other day at _____. I promised to call you to set up a time to get together so you can sample our skin care and color products and give me your honest opinion. My Number is _____. Please phone me back at your convenience. I am really looking forward to getting together with you! I'll talk to you soon.

Call #2

Hi Carol, this is _____ again with Mary Kay Cosmetics. I'm phoning you back because I am not sure you received my last phone call. I did phone you on _____ but I'm guessing you haven't received the message yet. I am following up after having met you at _____. I promised you that I would call you to set a time for the facial we talked about where I can get your opinion and feedback on our products. My number is _____ please give me a call back at your convenience.

Call #3

Hi Carol, it's Tammy Crayk again with Mary Kay and.....oh my gosh.....I don't know if you're getting my messages or not but I do want you to know that I pride myself on never becoming a "stalker". It's very important to me that I don't ever become annoying with my phone calls and messages to those that I am trying to connect with but on the other hand, I am worried that you may not be getting my messages at all. I'm not sure, at this point, what to do as I don't want to drop the ball on my end by not following thru on the promise I made you regarding your complimentary facial and makeover. If you've changed your mind about getting together, I completely understand and will totally respect that. If you could just give me a quick call and let me know if you are still

interested in getting together (or not) that would be great. I look forward to hearing from you. My number is: _____

Call #4

Hi Carol, I don't know if anyone else is checking your messages but this, again, is Tammy Crayk with Mary Kay. I am trying so hard NOT to be buggy or annoying! If someone else is checking Carol's messages if you could just pass this on to her, that would be fantastic. I will attempt to call one more time after this but, Carol, as I said on a previous message, if you have changed your mind about this appointment I promise to honor and respect that. I just don't want to drop the ball on my end if you're not receiving my messages because I am a woman of my word and I really want to follow through on the commitment I made to give you a call. If you'd prefer, you could also send me an email if you'd like. My email address is _____ or you can text me at _____. Thank you, Carol!

Call #5

Hello Carol, this is Tammy Crayk with Mary Kay Cosmetics. I just wanted to let you know that this is the final call that I will be placing to you because, as I said on an earlier message, I never want to become one of those Mary Kay stalker people. What I'll do is leave my phone number one more time and if you would like to get together for that facial we talked about, just give me a call. . My number is _____. Have a fantastic day!