

FAB Five Booking Script

MAIN RULES IN BOOKING

1. Always give people a choice between 2 things....they will always choose one. Leaving things too wide open invites a "no" response.
2. Call and say the EXACT WORDS I'm going to give you.....they work!
3. If texting, initiate first with a text about something casual and wait for her to reply so you know she's there. Then text an abbreviated version of the below script, using smiley faces to keep it light!

SO let me read you the script and then we'll break it down!!

Hi _____, this is _____. Do you have a quick minute? I am SOOOOOOOOO excited! We just launched something BRAND NEW for the month of January and only FIVE people can take advantage of it. I thought of you immediately when I heard about it because _____. Are you ready to hear what it is? Okay, so it's called the FAB FIVE - only 5 people can do this - you book a date to gather a group of women around your table or mine to play with some MK products and give me a guest list to invite within 48 hours and you will get our brand new Skinvigorate cleansing brush FREE! But here's the really cool part! If you have 5 or more come, ALL of your guests can get their own brushes for 50% off - only \$25! Isn't that so cool? Would you ever be one of my FAB FIVE?!?!? I have some evenings or weekends open, what works best for you?

(SET DATE AND TIME WITH HER BY GIVING 2 CHOICES)

Components of a Booking Script

Components of a great booking script.

- Introduce yourself
 - Value her time
 - A clear goal - be very goal-oriented. People who aren't excited about MK will help you reach a goal regardless of their feelings about the product or experience.
 - A deadline for when the goal needs to be done
 - Simple explanation of how you can help with the goal
 - A specific question with 2 options - too many choices and they can't make a decision
 - Set the Date
- ENTHUSIASM can cover any mistakes! People respond to ENERGY!!!!!! If you assume she would LOVE to do this, she'll say YES! Do some jumping jacks before you call/contact anyone!!