Booking Your Perfect/Power Start

When leaving a message:

"Hi Jane, this is Sally! I'm so excited about something! Call me back when you get this!" Then when she calls back, use the phone script below.

On the phone (can be adapted for in-person):

"Hi Jane, this is Sally! I'm so excited! Do you have a quick minute? I just started a business teaching skincare and color cosmetics with Mary Kay and part of my training is to pamper 30 women to a facial in my first 30 days. I immediately thought of you because (Give a reason why, so friendly, fun, I'd value your professional opinion of our products) Tell me Jane, is there any reason why you couldn't help me? Great! Is the beginning of the week or end better, weeknights or weekend? I'm available on Fri. or Sat. Great, This Saturday or next? OK did you want a day time or evening appt.? Fabulous! I've got this Saturday at 6. Jane, who can you think of who'd love a free facial & who you'd love to share your pamper time with? Great! I'll list your sister & mom as possible attendee's. It is just as easy for my to pamper 1 as it is 4 & I'm sure they will enjoy themselves. I will call you in the next 2 days to confirm the number of guests so I can best be prepared, is tomorrow or___ better to call you? Thanks you so much I can't wait. I'll call you tomorrow at 7 to confirm directions & get your final guest count!"

HOT TIP: Booking is done best **in person or over the phone**. Instead of emailing or text messaging to generate interest, pick up the phone– I guarantee your results will be much more fabulous!

Using the tentative booking approach

If the person you're booking needs to check with her husband/friends to select a date or doesn't have her calendar handy, use this script:

"I'm so glad you're going to schedule an appointment to support me! I'm going to get a prize when I talk to my director tomorrow and have all 30 of my first facials booked. So, can we select a tentative date that you can check with [your husband, your friends, your calendar] and if we need to move it we can at that time? Great, thanks! Would you prefer a weekend or weeknight? Wed. or Fri? Great! This Fri. or next? Great! 6 or 6:30? Fabulous! Who are you thinking of inviting? Great! Why don't you give them a call and invite them and I'll call you back tomorrow to double check the date and the number of people so I can prepare! Thanks so much!"

Commonly Asked Questions:

- ***Q:*** *What do I have to do?* **A:** Just let me practice my skills by having a free facial! If you can share your time with friends that's even more helpful!
- ***Q:*** *Where will this be held?* **A:** We can hold the facials at your home, my home, or at my training meeting on (meeting) nights.
- ***Q:*** *How many people should I invite?* **A:** No more than 3 as I'm supposed to train in groups of 4.
- ***Q:*** *What's my special gift?* **A:** I'm going to give you $75 in any products you'd like for a special price of just $35! That's an even better discount than I get!
- ***Q:*** *When does this have to be done?* **A:** I only have 30 days starting (date.)
- ***Q:*** *I've tried Mary Kay before and it didn't work– will this happen again?* **A:** The Mary Kay line has been reformulated in the last few years and has been tested & approved for sensitive skin . I'd love for you to try a new formula and I'll make sure to ask my director which skin care line is right for you so you don't experience the same result. Tell me– what did you experience? Are you more normal, dry, combination, or oily in skin type?

When you call back to get the number of people:

"Hey Jane, it's Sally! I'm so excited to get together with you (date) – thanks so much for your support! Who have you talked with so far? Great! So your sister and mom are for sure coming. I'll go ahead and pack for 4 people and remember that you get a special gift for having 3 people there! I'll plan on come over 20-30 minutes before we start just to set up if that's okay? Can I ask you a couple of quick questions about your skin type so I know what to bring for you? Great! [Ask her the first 3 questions on the left side of the pink Customer Profile Card plus ask her, If you could change one thing about your skin what would it be?] *I'd love to get the same information from your guests, what are their numbers? Okay wonderful! I'll give you a call 2 days before to check in and see if you have others coming I'll see you Saturday at 6 okay? Thanks!"*

Call each guest & thank them in advance for coming!