

A GUIDE TO

BOOKING

WHO TO PUT ON YOUR LIST AND HOW TO BOOK,
PRE-PROFILE & FOLLOW-UP WITH THEM!



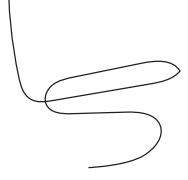
ARE YOU THINKING OF EVERYONE WHEN YOU'RE CREATING YOUR CONTACT LIST?

Use section 1 of your spiral notebook to create your potential customer, hostess & team member list. To help you gain perspective on how many you have in WIDE circle of influence, think in terms of creating an invitation list to a large wedding. The average large wedding in America sends out 150 family invitations, which encompasses 300-450 people inside those households. Don't limit yourself geographically (we don't have territories), nor by how often you interact with that person. Start with your inner circle of friends & expand from there. If someone is in your phone or a friend on social media, they should be on your list. Every person alive uses what you sell!!

BESIDES YOUR FAMILY & FRIENDS, WHAT ABOUT THE PERSON...

- ... from your old job?
- ... from school or college?
- ... you know from your favorite sport or hobby?
- ... from your child's activity?
- ... from your church?
- ... from community activities?
- ... from whom you rent?
- ... to whom you sold a house?
- ... who checks you out at the grocery store?
- ... who helps you at the cleaners?
- ... that you met on vacation?
- ... who checked you in at your hotel?
- ... who gives your child lessons?
- ... who cuts your hair?
- ... who fills your prescriptions?
- ... who leads the PTA?
- ... Girl/Boy Scouts?
- ... who works at your gym?
- ... who booked your last vacation?
- ... who recently moved onto your street?
- ... who is your bank teller?
- ... that you met through your husband/significant other?
- ... who was your nurse?
- ... who was your maid of honor?
- ... who was your cleaning lady?
- ... who you met waiting in line?
- ... who is your child's teacher?
- ... who is the parent in the car pool line?
- ... who is the secretary at your work/school?
- ... who sells you your clothes?
- ... who sells you your shoes?
- ... who sold you your glasses?
- ... who is a waiter at your favorite restaurant?
- ... who you met at a business luncheon?
- ... who helped you at the jewelry store?
- ... the salesperson to give great advice?

CONTACT LIST



WHO DO YOU KNOW WITH SKIN? WHO WOULD YOU INVITE TO YOUR WEDDING?

NAME and PHONE/EMAIL

NAME and PHONE/EMAIL

1 _____	26 _____
2 _____	27 _____
3 _____	28 _____
4 _____	29 _____
5 _____	30 _____
6 _____	31 _____
7 _____	32 _____
8 _____	33 _____
9 _____	34 _____
10 _____	35 _____
11 _____	36 _____
12 _____	37 _____
13 _____	38 _____
14 _____	39 _____
15 _____	40 _____
16 _____	41 _____
17 _____	42 _____
18 _____	43 _____
19 _____	44 _____
20 _____	45 _____
21 _____	46 _____
22 _____	47 _____
23 _____	48 _____
24 _____	49 _____
25 _____	50 _____

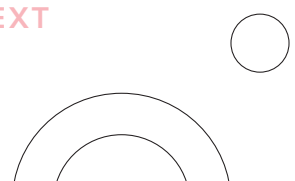


NAME and PHONE/EMAIL

NAME and PHONE/EMAIL

51 _____	76 _____
52 _____	77 _____
53 _____	78 _____
54 _____	79 _____
55 _____	80 _____
56 _____	81 _____
57 _____	82 _____
58 _____	83 _____
59 _____	84 _____
60 _____	85 _____
61 _____	86 _____
62 _____	87 _____
63 _____	88 _____
64 _____	89 _____
65 _____	90 _____
66 _____	91 _____
67 _____	92 _____
68 _____	93 _____
69 _____	94 _____
70 _____	95 _____
71 _____	96 _____
72 _____	97 _____
73 _____	98 _____
74 _____	99 _____
75 _____	100 _____

NEVER GIVE UP BECAUSE YOU NEVER KNOW IF THE NEXT TRY IS GOING TO BE THE ONE THAT WORKS.





ANATOMY OF A CALL OR IN-PERSON SCRIPT

Once you have the bullet points or outline of a potential script, you can absolutely ask anyone, anywhere at anytime for anything with confidence!

It doesn't matter if you're asking to; Book a party or facial, Book a stop 'n shop, Book a follow-up appointment, Book referrals, Invite a guest to an event, or Schedule a sharing appointment. If you master the following outline, you'll never need anyone to write you a script again!

BOOKING A PARTY SCRIPT

1. ENTHUSIASM

Pretend your favorite team is winning... that's the tone of your voice. "Hi, Suzie!"

3. SPECIFIC PLAN

Give her a brief guideline of what to expect and set the date, time and location.

"Great, we'll have a blast having you try the Mary Kay products then giving me your honest opinion. Which is better for you, this week or next? Great, I have _____ or _____ available. Which is best for you?"

It's best to give 2 options at a time, until you find one that works.

"Would you like to come to my home/studio or me come to you?"

Only give location options that are available to you.

5. START COACHING

Tell her what to expect for a successful appointment, and the next step...everyone needs reminders.

"I'll tell you what, I've learned that it's best to over invite so would you be willing to put a list together of the 20+ names & cell numbers of those you want to invite? I am your party planner, so I'll help with inviting & ask everyone the specific questions about their skin so we're prepared & set up to party before they get there. I already want to start spoiling you, so when you have the list to me within 48 hours, then you'll earn \$20 in FREE product at the party! What would be better for you; to text or call me? Great! Can I send you a text reminder after we hang up with all the details?"

2. PURPOSE

Include the "challenge" or goal you are working to achieve with the time limit.

"The reason I'm calling is because I just became a new Mary Kay Beauty Consultant and my director has challenged me to practice with 15 people in the next 2 weeks, it would be great if you could help me with my training, could I borrow your face to practice on?"

4. INVITE MORE WITH WHAT'S IN IT FOR HER

Take it to the next level to work more efficiently and fun and more incentives for her.

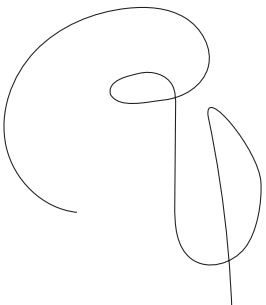
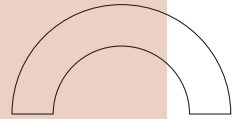
"What would really be great is if you could invite some of your friends, preferably people I don't know for better practice, to join us. You could earn a shopping spree of up to \$100 in Mary Kay products for FREE! Who do you know that would love to help and have girl time with you?"

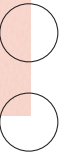
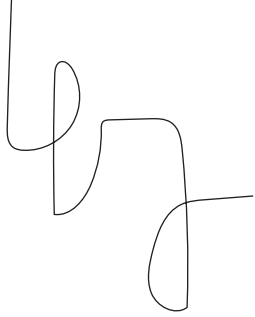
6. CONFIRM

Repetition is for her and for you that it was scheduled correctly. "Wonderful, I look forward to seeing you on _____!"

7. THANK YOU

Gratitude is the Golden Rule! "Again, thank you so much for helping me! I knew I could count on you! We're going to have a blast!"





OVERCOMING BOOKING OBJECTIONS

I'M TOO BUSY...

"I understand _____, you know, I'm a really busy person too, so I can appreciate that! It may take us an hour or so to find your special needs & preferences, but after that I can save you an enormous amount of time. You'll never need to go to the mall or stop at the grocery store again for your cosmetics! I can save you money too! Which would be better for you, _____ or _____?"

LET ME CHECK WITH MY FRIENDS FIRST...

"I can appreciate that, however, why don't we go ahead & schedule it on my calendar & then let your friends know... if we have to change it we can later [this the the tentative booking approach]. Those that can't come can schedule a different time. Which is better for you, at the beginning of the week or the end?"

I'M NOT A BIG PARTY PERSON...

"That's good because I'm not either. I hold private appointments in my house or yours. When would be a good time for you ... this week or next? .. Etc. Then casually invite her to share her time with a friend or two."

I DON'T KNOW ANYONE...

"I can appreciate that ... I didn't know many people before I started my business. Why not just invite a neighbor on both side we'll ask them to each bring a friend... what a great way to get to know each other. Now, which is better for you, _____ or _____?"

I DON'T HAVE ANY MONEY...

"I understand _____, you are aware that our products are a third to half less than anything at the department stores [just a few \$\$ more than Walmart] and you never even have to pay full price for your products! We have discounts & lots of ways to get it free. Plus, there is no obligation to purchase. I'd just appreciate your honest opinion. Which is better for you _____ or _____?"

I USE XYZ BRAND...

"Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn't like us at least as well, if not better than _____! I would love to get your opinions, is there any reason you couldn't compare your favorite products with us? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, _____ or _____?"

LAST TIME I TRIED MARY KAY I BROKE OUT...

"I'm sorry you had that experience, may I ask how long it has been? [Explain the product changes]. _____, may I ask you what you vmean by "Broke Out"? Was it blemishes? [Wrong formula] or little red itchy bumps? [A sensitivity to possibly one of the products doesn't mean she can't use the whole line]. Is there any reason we couldn't work together to find the perfect system for you? Which works better for you _____ or _____?"

IF SHE STILL SAYS "NO"...

"Tell you what, here's my number, if you ever change your mind will you give me a call? I'd love to be the one to show you our products!"
OR "Here's my card, if you know of anyone who would like to try our products, would you pass it on?" ALWAYS LEAVE WITH A YES!



100 "NO" CHALLENGE

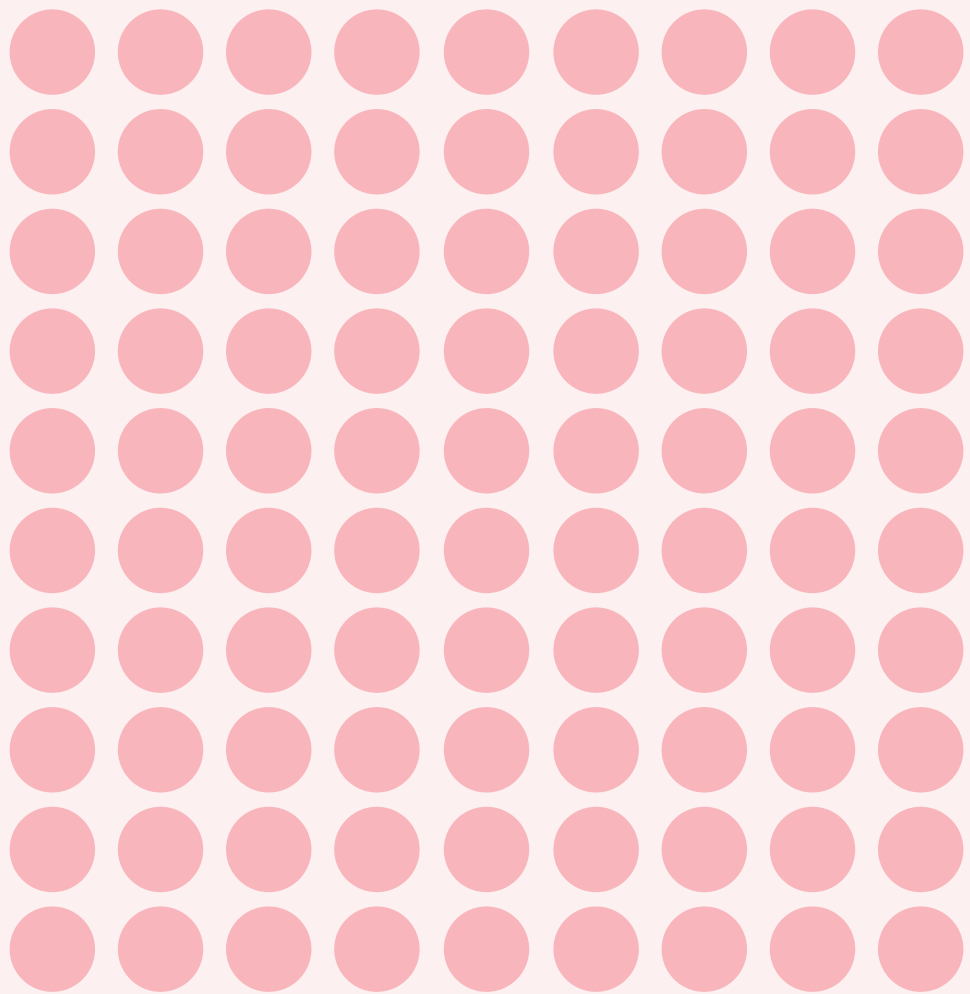
"No" is no problem! If you want to see your business explode with growth, take this exercise seriously. Here's a hint to make this easier. Triple up. Ask someone to...

Become a consultant with Mary Kay. If they say NO, cross out a NO and ask them to...

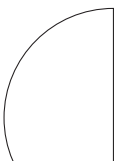
Become a hostess. If they say NO, cross out a second NO and ask them to...

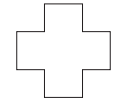
Give a customer referral. If they say NO again, you already have 3 NO's!

HOW FAST CAN YOU REACH 100 NO'S?

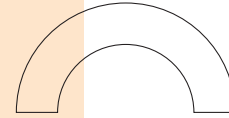


*Don't take this exercise lightly ... it works! Get those NO's now, while it's still easy!
Don't wait until it's difficult for people to tell you NO! That time will come!*





BUBBLE TRACKING SHEET



Attempt,
left message
texted, etc.



Contact
made,
said "No"



BOOKED!

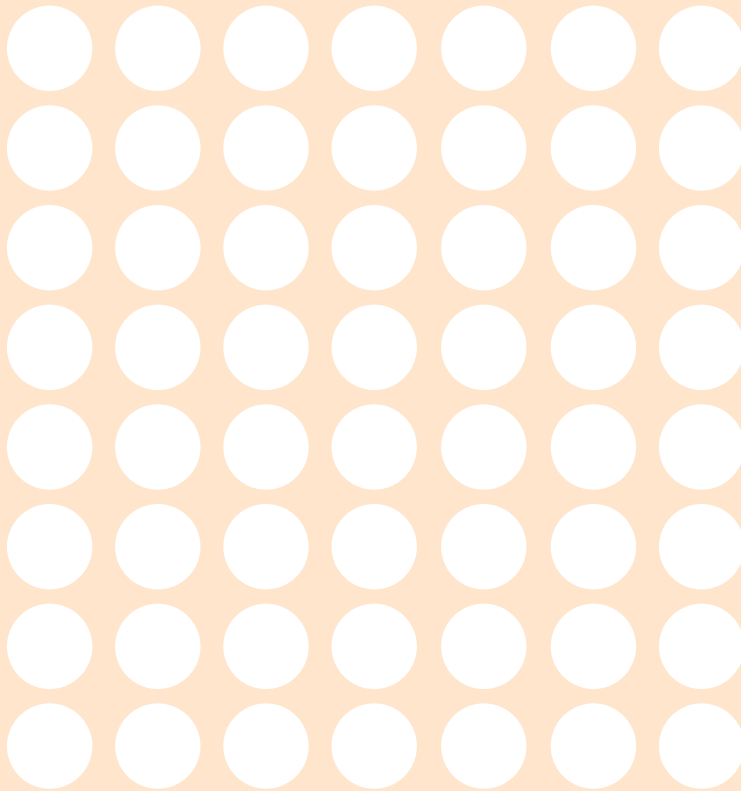
FILL IN ONE BUBBLE TRACKING SHEET AND YOU CAN EXPECT 10 BOOKINGS, 5 OUT OF 10 WILL HOLD.

AVERAGE SALES PER APPT. = \$200.

\$200 X 5 APPT. = \$1,000 TOTAL AVERAGE SALES.

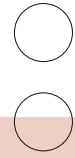
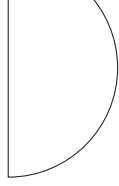
\$1,000 X 50% = \$ 500 PROFIT.

10 SHEETS FILLED OUT BETWEEN YOUR TEAM IS \$5,000 WHICH = AVERAGE CAR PRODUCTION!



WHEN TEXTING, YOU MUST GET A RESPONSE BACK TO COUNT AS AN ATTEMPT. NUMBERS ARE BASED ON QUALITY PROSPECTS. YOU SHOULD GET AT LEAST 10 BOOKINGS PER COMPLETED SHEET.





THE ONLY BOOKING SCRIPT YOU'LL EVER NEED!

"HI _____. THIS IS _____ CALLING! DO YOU HAVE A QUICK SECOND?"
"GREAT! I'M SO EXCITED ABOUT A DECISION I'VE MADE. I'VE DECIDED TO ... "

1. Build my own business with Mary Kay Cosmetics.
2. Raise money for The Mary Kay Foundation, which supports research for cancers that affect women & domestic violence.
3. Promote myself!
4. Blitz my business this week/month.
5. Take on my Director's challenge to _____.

WHAT I NEED TO DO IS ...

1. Get the opinions of _____ women of my presentation & products over the next _____ weeks.
2. Hold _____ classes this month so I can reach my goal of ... \$_____ in donations/sales.
3. Share information about the Mary Kay opportunity to the 5 sharpest women I know this week/month.

IS THERE ANY REASON YOU COULDN'T ...

1. Let me borrow your face & your opinion? I'll have a great gift for you!
2. Allow me to pamper you & some friends with a hand treatment, a skin care analysis and a color consultation? I'll have a great gift for you, plus you can earn free products.
3. Get together with me later in the week over a coffee & let me share the information with? I'll have a great gift for you for listening. It may be for you or it might not, but you have nothing to lose to listen.



When she says "yes," then immediately give her two choices for appointments ... "I have Tuesday night or Saturday morning available. Which works best for you?"

Once you have scheduled a specific time, then add ... "Janie, I also need the opinion of women I don't know. Is there any reason you couldn't include 2 or 3 women I don't know? In fact, there is a way for you to get FREE product for doing this!"

"Great! I will call you tomorrow and get the names & numbers/emails of your guests. I need to call them in person so that I can be best prepared for your appointment by already knowing their skin type and skin care needs."



Before you know it you'll know this booking dialogue without even having to look at it! Plus, the best thing about this customizable script is that you can use the same outline for anything. Whether you're calling referrals, names from a lead box, booking for 100 facials, or special seasonal event you can tweak the different sections to work for your business!

SO GET CALLING! YOUR NAMES AREN'T GOING TO BOOK THEMSELVES!

YES! WITHOUT A DATE SCHEDULED FOLLOW UP

A big challenge may be to take someone from a YES to an actual date. So, if she isn't getting back to you, then in a day follow-up. And then follow-up every 3 days very kindly and passively. This is called being pleasantly persistent. It becomes PUSHY when she says, "I'm not interested." and you keep asking her. But as long as she has said she is interested, it's your job to get her booked for an appointment.

HERE IS YOUR PLEASANTLY PERSISTENT & NOT PUSHY SCRIPT...

"Hi, _____! I know you were interested in being one of my 30 facials. Thanks again! My available schedule for next week is Wednesday at 7 pm and I have a few other spots on Saturday, too. Would Wednesday work or is the weekend better?"

CHECK IN WITH THIS SCRIPT IN 3 DAYS...

"Hi, _____! I'm getting close to finishing my 30 training facials and I still have 10 more to go. I have you here on my list of people who said yes, they'd let me borrow their face, so I'm reaching out to get you scheduled. So, let's see...are you free this Saturday at 10 am? Or is Wednesday night at 7 pm better? Thanks again!"

THREE DAYS LATER...

"Hi, _____! We've been missing each other here...no worries! Are you still interested in letting me borrow your face or would you rather pass? I'd hate to bug you if you aren't interested. Let me know either way! Thanks again!"

NOW THEY HAVE SET A DATE & TIME... WHAT DO YOU SAY?

"Ok, you are confirmed as one of my 30 pampering sessions this month on Saturday at 10 am. Your appointment will be from 9:45-12:30 pm (including free lunch!!) and we always start and end on time so you'll be out the door by 12:30. YOU ROCK! And, you can bring a few others along, like mom, a co-worker, neighbor or friend to help me reach my goal. Would you like me to reserve seats for anyone else? We fill up fast, so let me know and I'll make sure to add their name to our registration. Thanks!"

REFERRAL TEXT BOOKING SCRIPTS

"Hi _____, this is _____ with Mary Kay. I don't think we've met but _____ said text is the best way to reach you. She gave me your name as a deserving woman to receive a free gift and free Mary Kay facial to help me with my goal to pamper 30 women. Could I borrow your face? P.S. - I'm sending you a pic of me so you know that I'm a real person! :)"

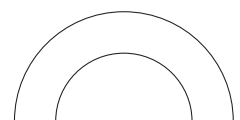
WHAT IF THEY SAY NO?

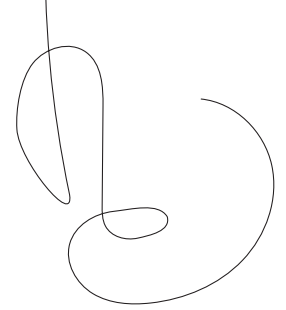
"Thank you for your honesty! Feel free to keep my number if anything changes. Have a great day!"

WHAT IF THEY SAY YES?

"Great! So you will receive a Satin Hands treatment, anti-aging facial, plus specialized foundation matching. My next appointment is Wednesday at 7 pm and I have a few other spots on Saturday, too. Would Wednesday work or is the weekend better?"

Continue to give 2 options at a time until a date is set.





REFERRAL TEXT BOOKING SCRIPTS

ONCE THE DATE IS SET, NEXT STEP IS TO INVITE FRIENDS

"Thanks so much again! I'll see you on Saturday, _____ at _____. I look forward to seeing you! Plus, most love to have a few girlfriends join them, you can have up to 5 people, just need to be over 21 without a MK Consultant. If you bring 2, I'll give you an extra \$20 in FREE product or if you bring 5 I'll give you \$50 FREE product. Would you like me to send you a sample text to invite your girlfriends?"

IF SHE SAYS NO, I'LL COME ALONE

"That's is perfectly acceptable! I'll send you a friendly reminder text before our appointment to ask you a few questions about your skin. Thanks and I look forward to getting to know you better!"

SAMPLE TEXT TO SEND FOR HER TO INVITE FRIENDS

"Hi! I was just gifted a pampering package for me & 5 of my friends from Mary Kay on _____. I'm inviting you, so we can have an excuse to see each other even with our busy lives. You get a goodie bag with some fun products in it just for coming! Can you text my consultant, _____ at _____ with your RSVP so she can put together your goodie bag?"

WHEN FRIEND OF GUEST RSVP'S

"Hi _____! Super excited to meet you on _____ with _____! I'll get your goodie bag ready to go! Also, could you answer these questions so I can be prepared for your facial?"

1. Have you ever tried Mary Kay before?
2. What type of skin do you have? Dry, normal, combo or oily?
3. What's the one thing you would change about your skin if you could?
4. What age range are you? Under 18, 18-19, 20's, 30's, 40's, 50's 60's +?
5. What would you like more of in your life right now?

HOW TO FOLLOW-UP EVERY FEW DAYS WITH GUEST TO PREVENT CANCELLATION

Coach ALL your bookings and pre-profile ALL your guests to build a relationship with them before they come to their appointment. Appointments have a higher chance of canceling if you skip this step, so it's the MOST IMPORTANT step.

PRE-PROFILE YOUR GUEST 2-3 DAYS BEFORE EVENT

"Hi _____! I'm super excited to see you on Saturday at 9:45 am. Can I text you a few quick questions about your skin to be prepared for your facial?"

PRE-PROFILE ANY FRIENDS 2-3 DAYS BEFORE EVENT

"Hi _____! _____ said you're coming with her to the Mary Kay appointment Saturday at 9:45 am! Fabulous! I'm excited to meet you! Do you text? I have a few questions about your skin so I'm prepared for everyone! Thanks, _____"

QUESTIONS TO ASK...

1. Have you ever tried Mary Kay before?
2. What type of skin do you have? Dry, normal, combo or oily?
3. What's the one thing you would change about your skin if you could?
4. What age range are you? Under 18, 18-19, 20's, 30's, 40's, 50's 60's +?
5. What would you like more of in your life right now?





REFERRAL TEXT BOOKING SCRIPTS

IF THEY HAVE NEVER TRIED MARY KAY

"Awesome, thanks so much! I always love to pamper a Mary Kay first timer! Can't wait to pamper you & get your opinion. It'll be so much fun!

IF THEY HAVE TRIED MARY KAY

"Awesome, thanks so much! I always love to pamper someone who knows Mary Kay. Do you have a consultant?"

IF THEY HAVE A MARY KAY CONSULTANT

"Thank you so much for supporting our company! When you support one of us, you support all of us. We appreciate you! Thank you for letting me know and I will leave you in your consultant's capable hands! Feel free to keep my number if anything changes. Can you tell me her name? I'd love to share your loyalty with her. =)"

SEND THE ADDRESS TO THEM

"The address is _____ on ___[date/time]___. There's plenty of parking in the front of the building.

DAY BEFORE CONFIRMATION TEXT

"Hi _____! I've reserved your spot at the studio for tomorrow, so I'm looking forward to seeing you at 9:45 am, & [friends name(s)]. As a friendly reminder, please no children, unless they are over 13 & would like to participate in the pampering. Let me know and I'm looking forward to meeting you! We will be done by 12:30 pm and we always start & end on time. See you tomorrow! [your name]

DAY OF CONFIRMATION TEXT

"Good morning. I'm super excited for the awesome pampering session today at 9:45. Can you come 5 minutes early to find parking and match your foundation?"

ONCE THEY SAY YES, SAY...

"Fabulous! I'll see you at 9:45(ish) and we will get started right at 10. I'm looking forward to it! We will be done by 12:30 pm, including time for lunch! Thanks!"

IF SHE IGNORES YOU, SAY...

"Hi _____! I haven't heard back from you, so I wanted to check in again. I reserved a seat for you tomorrow at 9:45 am. Can you let me know by tonight at 5 pm if you can make it? Let me know either way. Thanks so much!"