

## Memorize these Booking Scripts

1. Introduce yourself --“Hi Sally, this is Lynn Gleason, with Mary Kay...”
2. Ask permission for taking their time --“Do you have a quick second?”
3. What you are doing, what you need: --“The reason I called is because, I’m so excited,
  - a. I just started my own business as a Mary Kay Beauty Consultant and as part of my education
  - b. I am moving up in my career
  - c. I’ve been challenged by my Director
  - d. I am working to earn a \_\_\_\_\_ (specific Star Consultant Prize, Red Grand Am, seat at our Awards Seminar in Dallas, invitation to a special luncheon/workshop etc.)
  - e. I’m in a Contest
  - f. I have new productsI need to practice on... I need to get the opinion of... I need to facial... 15 women in the next 2 weeks.
4. Compliment -- “my Director asked me to select the sharpest women I know and I thought of you, because.... (sincere compliment ).”
5. Ask if they’re with you. -- “***Is there any reason why*** we couldn’t get together so I could pamper you a little, get your opinion of the products, and treat you to a free facial? You’ll really be helping me out?”
6. Set the date. -- “Great! Which would be better for you...” Offer 2 choices at a time. “This week or next” “weekday or weekend” “daytime or evening” “morning or afternoon” “Thursday or Friday” “9:30 or 10”

Great! I’ve got you down for Friday, Jan 20th at 7:00...

### Turning Facials into Classes

1. *If you don’t know them say*, “Since you don’t know me, you might feel more comfortable with a friend along....”
2. “... It’s just as easy for me to do 2 or 3 at one time,
3. plus it’s always more fun to get someone else’s opinion of how you look, and share your appointment with friends.
4. As a matter of fact there is a plan where you can get a discount or some free products when you share your appointment with 2 to 5 friends
5. Plus, you’d be helping me get my 15 faces finished!
6. How does that sound?”
7. When she says yes, continue to coach making sure she knows that anyone can attend as a guest, but she only gets credit towards the special offer if she has two or more guests who are over 18 and do not have a current Mary Kay Consultant. Get her guest list or make arrangements to call her back for it in the next day or two.

### Tentative Date Booking

*"I'll check with my friends and get back to you..."*

I know how you feel but I've found when I invite people to something the first thing they always say is "when is it?", so...

*"I don't have my calendar with me, I'll call you when I get home..."*

You could do that, but I am going to be scheduling more appointments to finish this challenge and I'm afraid that when you get back to me I will have already given your first choice to someone else, so...

Why don't we set up a tentative date that you think might work for both of us with the understanding that if you check...

...with your friends and they can't come...

....your calendar and it won't work...

You can call me and we'll change it. Okay?

Which would be better for you...