

## OVERCOMING BOOKING OBJECTIONS

1). I don't wear makeup.....

Really Great!! Because MK is primarily a skin care company and if you really don't wear much make up, I'm sure you want your skin to look it's best, am I right? If I offered you a complimentary facial, would you give me your honest opinion of our skin care system?? I will have a lovely gift for you as a thank you for your time! What would work better for you—Tuesday or Saturday?

2). I don't have time.....

You know, Susan, that is all the more reason that I would love to pamper you because I'm sure you don't take enough time for yourself and I know you deserve it! I would love to show you how I can save you both time and money by being your personal beauty consultant. All it takes is about 30 minutes and I could stop by your office during your lunch hour or drop by your house after the kids are in bed—which would be better for you, the beginning of the week or the end of the week?

3). I don't use MK and none of my friends do either.....

Really, that's great!! I would love to be the first to introduce you all to America's best selling skin care line! Plus, it would be good practice for me to get your honest opinion of the products by pampering you with a relaxing facial and makeover. There is no obligation to purchase, it will just be practice for me and lots of fun for you—which would be better for you—during the week or on the weekend?

4). I use Brand X...

Really? Great!! If I offered you a complimentary facial, would you give me your honest opinion of our skin care products? I have never used Brand X and I would really value your opinion of how MK compares with it because I can tell you already see the value in using quality products. I will have a special gift for you as a thank you for your time!! Which would be better for you—beginning of the week or end of week?

5). I don't have any money.....it's too expensive.....

Susan, if I offered you a complimentary facial, all that I ask in return is that you give me your honest opinion of our products. There is no obligation to purchase, in fact, I could really use the practice. Plus, I would love to spend time together and treat you to some extra pampering. I will have a special gift for you as a thank you for your time. Which would be better for you—morning or afternoon?

6). I'm allergic to MK.....

Susan, do you mind if I ask you a couple questions about your experience? When did you try it last? (if it's been longer than 8 years)- You know, all our products have been completely reformulated since then and most of the people I've worked with who had problems in the past can use the products now because they're totally different. (if it's been in the last 5 years)—Well, we have 2 brand new skin care systems since then that are hypo-allergenic and tested for sensitive skin. Describe how you broke out. (if redness, rash or burning) – That was probably a result of fragrance or alcohol and I would be glad to let you try our alcohol and fragrance-free products. (if pimples)—This may have been because it was the wrong formula for your skin. I'm sure it's very frustrating to have sensitive skin and I would love the opportunity to work with you to find a personalized skin care system that works for you. I will have a special gift for you as a thank you for your time.

If she is unwilling to schedule a facial.....

If I sent you a goody bag of samples, would you try them and give me your honest opinion of the products? We also have fun manicure and pedicure parties—which of those sounds better to you?

TIPS:

- \*Positive enthusiasm will be your best asset in working with people! Be excited because it's contagious!
- \*Always respond positively and agree with her. Your goal is to turn the objection into the reason she needs to meet with you.
- \*Don't get into an offense-defense/argument situation; agree with her and then ask another question.
- \*Have your datebook marked with the times you want to book appointments and always have it with you!
- \*Show respect for her time by always offering a special gift to thank her.
- \*After you've booked an appointment with her, look at your booking scripts for "turning a facial into a class."