

## SCRIPTS FOR BOOKING APPOINTMENTS

1. Complete contact list.
2. Mark your datebook with appointment times for the next 2 weeks.
3. Make yourself familiar with the following script.
4. Get excited to start the revenue making part of your business!
5. Be prepared for possible objections. (included in the following scripts)
6. Your goal is to book them for SOME kind of appointment.
  - a. Skin Care Class
  - b. Individual
  - c. On the go
  - d. Web Party
  - e. She still resists

Your Script: “Hi \_\_\_\_\_, this is \_\_\_\_\_ calling. Do you have a quick minute? Great, you’re not going to believe why I’m calling! I just started my own business teaching skin care and color with Mary Kay. I’m so EXCITED! I’ve been challenged to practice on 15 sharp women in the next 2 weeks. Is there any reason why I couldn’t borrow your face and get your opinion? Wait for answer... GREAT! Now you can earn some freebies from me. If you share your appointment with 3 friends I’ll give you \$50 free. If you share with 6 friends I’ll give you \$100 free. Since we are meeting anyway and I need 15 faces in the next 2 weeks, is there any reason why you couldn’t share it with a few friends and earn some free product?

(CLASS) IF SHARED: I have \_\_\_\_\_ or \_\_\_\_\_ available which works best for you?  
(give 2 options until you have reached a time and day)

(INDIVIDUAL) IF NOT SHARED: This is how I handle individual appointments. I have \_\_\_\_\_ or \_\_\_\_\_ available. (pick 2 times where you invite all individuals so that you are not spending your valuable time doing 1 at a time)

(ON THE GO) IF NOT WILLING TO LOAN FACE: It sounds as if you are super busy, so I’d like to meet you on the run. Do you have a 15 minute time slot (lunch, after work, ball park, soccer field, gymnastics, coffee shop) where I could do a quick on the go appointment? I will have a special goodie for taking your precious time. GREAT! I have \_\_\_\_\_ or \_\_\_\_\_ available which works best for you?

(WEB PARTY) IF NOT WILLING TO DO ON THE GO: I think I have an easy way for you to earn some free product with the quick click of your fingers! Is there any reason why you couldn’t host a web party with your friends online? It is super simple...I send you the invitation with the specific dates when they can order for your party and you forward it on to everyone you know! I will give you 20% of the sales up to \$100 Free! Is there any reason why that wouldn’t work for you? Great! Let me get your email address and I will send it out today so that you can forward immediately. If you can copy me that ensures we are on the same page. Thanks a ton!

SHE STILL RESISTS: Tell you what. Why don't I pop our current catalog in the mail to you (or drop off) along with some samples and my card. If you find something in there you'd like to try, GREAT! If not, you can pass it along to someone else. May I do that for you?

ALWAYS END WITH A 'YES'!

### SCRIPTS FOR POSSIBLE BOOKING OBJECTIONS

Listen to the objection – Clarify what she says – Acknowledge the concern and Offer the solution.

TOO BUSY: I completely understand,\_\_\_\_\_. Sometimes I don't know if I'm coming or going either. That's exactly why I thought you'd love my new service, saving you an enormous amount of time. No more trekking to the malls or running out of something. Once I know your preferences, skin type, likes and dislikes I can provide you with personalized service and deliver it to you. Won't that be great for your busy schedule!?! Let's try to squeeze something in so you can take advantage of all this! I have \_\_\_\_\_ or \_\_\_\_\_ available which works best for you?

NO \$\$: I completely understand,\_\_\_\_\_ I've been there myself. I'm just looking forward to pampering you and getting your opinion of some incredible skin care and glamour. YOU DO NOT NEED TO BUY A THING for me to get practice and credit for your face. In fact you could share it with either 3 friends or 6 friends and take advantage of the free product offering. You can't turn down free! Now I have \_\_\_\_\_or\_\_\_\_\_ available which works best for you?

USES ANOTHER BRAND: Great, that's even better! Your opinion is even more valuable because you are accustomed to a premium product and taking care of your skin. You will be able to give me a comparison of the product you love vs. mine. If you find something you like, great, I'll have it with me. If not, no big deal. The education for me will be invaluable and I'll be able to count you as part of my training. Now, I have \_\_\_\_\_or\_\_\_\_\_ available, which works best for you?

I TRIED MK ONCE AND IT BROKE ME OUT: I regret you had that experience. May I ask how long it's been? (If more than 1 year, say...) I do know that our products come in many formulations which you may not have been treated to at your prior appt. What products did you try at the time? Tell me exactly what happened? Was it blemishes(*wrong formula*), itchy, burning? (*probably a sensitivity to a particular product/ingredient...does not mean she can't use the entire line.*) If you would be willing to try again and let me borrow your face, I'm sure we can find the right products for you! Now, I have \_\_\_\_\_or\_\_\_\_\_available which works best for you?

## IMMEDIATE HOSTESS COACHING

1. Now that we have your appointment scheduled, here is our next step. Off the top of your head I want you to give me the names of all your friends with skin☺! (start writing...once she has completed her list...) Now do you have the phone numbers to these individuals handy? IF SO: Great, let me get them now. IF NOT: I have a fun challenge for you...If you email or call me with them in the next 24 hours I will give you one product in the line half off!! Great I look forward to their information! I want you to get more out of this than you put into it! All I need you to do is give your guests a preliminary call to invite them and let them know I will be calling them so that the appointment is customized for them.  
(IF THE HOSTESS HAS ALREADY BEEN TO A CLASS: Set the time up to either come early and do her total glamour or prepare to do it doing the glamour portion of the class.)  
Now I will be there rain or shine because this is my business. Can you think of anything that might prevent us from getting together at the time we have scheduled? GREAT! I'm so excited!
2. Call all guests 7-8 days prior to the class including the hostess (if needed) to pre-profile them. Dialogue when you call the guests. "Hi\_\_\_\_\_this is\_\_\_\_\_. I'm co-hosting the Mary Kay party with (HOSTESS) on (DATE). Do you have a quick minute for me to find out a little bit more about your skin? Great! (YOU FILL OUT THEIR PROFILE FOR THEM, ASKING THEM ALL THE QUESTIONS.)  
**SPECIAL COACHING FOR HOSTESS ON THIS CALL:** Invite her to visit your website to preselect her customized look from the virtual makeover. Tell her to keep refreshments simple! Regarding children...we all love them, however this is a mom's night out to be pampered. Make sure she has a table to do the class and make sure she understands you need a separate area (living room/couch) to individual close out guests.
3. Call all guests and hostess are 3 days prior to the class. Dialogue when calling guests. Hi\_\_\_\_\_this is \_\_\_\_\_with Mary Kay. Just a quick call to remind you about the party (DATE). We are going to have a great time. IF SHE INDICATES SHE CAN'T COME: No problem. I know how excited you were when we discussed your needs the other day, let's schedule an appointment for you! *(GO BACK TO THE BEGINNING OF BOOKING DIALOGUE AND BOOK HER)*
4. Call all guests one last time the day of the event. Dialogue when calling. Hi\_\_\_\_\_this is \_\_\_\_\_with Mary Kay! Just a quick call to tell you how excited I am to meet you live tonight. I have your spot ready and waiting for you with the products that will fit your needs. It starts promptly at \_\_\_\_\_. Thanks for your support of (HOSTESS). Your participation is allowing her to earn a lot of free product! See you tonight!

## **COACHING AT THE APPOINTMENT**

- Arrive 30-45 minutes early.
- Give her a sincere compliment and thank her for her time.
- Set up for the class and your individual closes. (preferably in another space that can still be viewed from table)
- Treat hostess to satin hands and ask her to tell you about who's coming. (This can give you clues for team building). Ask her to be responsible for doing satin hands on all her guests so that you can match them for foundation during this time. Invite her to watch what you do, even if she isn't interested in the business she may know of someone who is.
- Remind hostess to hold refreshments until the end when you are doing individual consultations.

## **TIPS ON COACHING!**

Booking is the lifeline of your business! However, if you don't coach the appointment, it is most likely not to hold or not have the results you anticipated!

1. Familiarize yourself with the scripts. Do NOT be afraid to read them when you are calling. Your guests will have no idea you are reading. It will keep you on task and ensure the results you want.
2. Schedule uninterrupted times where you can make the calls. Small or large intervals, it doesn't matter.
3. WHY COACH? To establish rapport with the hostess and giving her confidence in YOU. Remember she is sharing her friends with YOU. To establish rapport with her guests and solidify the appointment, as well as, ensure the hostess earns her gifts!
4. When dealing with the hostess, continue to remind her of what she is earning for hosting. Keep her excited about the event!