

SCRIPT FOR BOOKING YOUR 10+ APPOINTMENTS

Hi, _____, this is _____. Guess what? (let her answer) I'm in a contest to hold the most appointments between now and ____ and I'm excited but I'm a little nervous! (let her talk, chit chat for just a minute)

Anyway, I'm calling to see if you'll let me borrow your face for my contest¹? (wait for her reply) Great! I knew I could count on you. ²Is a week night or weekend better for you? Okay, I have _____and ____open (give her TWO choices), which is better for you?

You know, as part of this contest, I need to book as many classes as I can. I can do up to 6 faces at a time. If you could have at least 3 others with you ³who are over 18, I could count yours as a class and give you some free products! You get \$75 worth of Mary Kay for just \$35 if you have at least 3 others with you. (OR: 50 free with 3, whatever you offer as hostess credit). Who else can you think of that would be willing to come? (WAIT FOR AN ANSWER!! Keep saying "anyone else? until she can't think of any more. You may need to suggest people she knows). Great!

Ok—now I need to ask you a couple of quick questions about your skin so I can be prepared for you⁴. (ask her the first 4 questions on the profile card). I'll need to get the same information on the other ladies you'll have with you, too⁵. Do you already know who you'll ask or do you need a day or two? I'll give them each a call and ask them the same questions I just asked you. That way it'll save us time when we get together AND they'll be more excited to come and help!

One last thing, _____. This appointment is part of my contest, so I want you to know I'll keep this appointment no matter what⁶...Can I count on you too? Thank you SO MUCH for helping me out with this! I promise we'll have a great time!

THEN FOLLOW UP WITH A POSTCARD AND HOSTESS PACKET IN THE MAIL THE NEXT DAY⁷!!!

- 1** You're asking for her to help with a goal, you're NOT asking her to book a party.
- 2** Give only 2 choices at a time to help her make a decision. NEVER ask "when can you do it?" or "what day is good for you?". She can choose between 2 options, but an empty datebook is too overwhelming.
- 3** You're taking an appointment with ONE person and changing it to a "class" or "appointment" with 3 or more. It's a much more effective use of your time to see more people at once and doesn't feel like a big commitment for your hostess.
- 4** Now you're helping her feel more "connected" to the appointment. She'll begin to take it more seriously and she'll know you are looking at MK as a business.
- 5** Here you're taking the first step to ensuring that the appointment will hold. You will want to pre-profile each of her guests ahead of time. Visit www.mktrainingcentral.com, click on training, then coaching.
- 6** You are confirming that this appointment is important to you and you will treat it professionally. You are gently communicating to her that you're counting on it to hold and that she will respect the time you two have committed to.
- 7** Sending her a hostess packet will help her make the appointment more "real" to her. She will also get to look over a Look Book and choose what she might want for free, and take outside orders for you.