

Step-By-Step Booking Procedure—MOST important to your success!

- Refer to your your Mary Kay Contact list.
- Mark your datebook with 8 appointments times in the next 2 weeks that you are available.
- Learn the script below. Be excited! Be ready for objections, they are to be expected.
- Schedule a time to make your calls. A two hour block of time, maybe 7-9pm.
- Stay at it until you get 8 appointments booked. Never just book 1 or 2 at a time. Always book 8!

Booking Script:

"Hi _____, this is _____ calling. Do you have a quick minute? You're not going to believe this, I'm starting my own business teaching skin care and color cosmetics for Mary Kay! I'm so excited! Would you let me borrow your face to practice on? (Wait for her answer) Great! I knew I could count on you. Let me tell you the dates I have available so you can choose what's best for you. I have _____ (date) at _____ (time) OR _____ (date) at _____ (time). Which of those is better for you?" (She chooses and then to turn the facial into a party you say.....) You know as part of my training, I need to do 15-30 practice facials in the next 2 weeks. I can do up to 6 faces at one time. Who else can you think of who might be willing to let me practice on them at the same time? (wait for an answer—keep saying) "anyone else?" (until she can't think of any more, then say) I know it's hard to come up with people on the spot, I'll tell you what, if you can put a list together, I'll mail them all an invitation...if 3 to 5 of them decide to come I'd be in a position to give you \$75 worth of product for \$35 for bringing them. How does that sound? Can I get your guest list later today or would tomorrow be better? What time should I call you? Great! I'll need names, email addresses and phone numbers for those you decide to invite okay? One last thing, _____ (her name), these are my training classes and I have to hold them during a certain period of time to get credit, so I want you to know I'll keep this appointment no matter what. Can I count on you too? Great! Thanks again for helping me out. I promise it will be lots of fun!"

When you schedule appointments you have to remember to work the "Law of Averages".

If you schedule:	Then this many will hold:
10 facials/classes	6 facials/classes
8 facials/classes	5 facials/classes
5 facials/classes	3 facials/classes
3 facials/classes	1 facial/class

As you begin your Mary Kay career, you will receive plenty of objections. To become a successful Mary Kay Consultant begin now practicing the below "Suggested Responses" to "Common Objections".

Common Objections	Suggested Responses
I'm too busy!	Great MK has taught us that it is the busiest people who get things done. That's one reason why I chose you!
I don't know anyone!	Great! This will give you a chance to make some new friends! Just ask 2 or 3 people and ask each to bring 2 or 3 friends.
I don't use makeup!	I can appreciate that. I believe you will be really impressed with our skin care. I would certainly value your opinion and I believe you would have fun with it.
I've been using brand "x".	Great! I've heard a lot about that product but I've never tried it. Getting your opinion would really help me later because I will be talking with others who use your brand too and your opinion will give me a good comparison.
I don't have any money to buy Mary Kay.	Great! Did you realize you can get your product at a reduced cost or even FREE when you share your facial with friends who purchase the product?
I'm allergic to Mary Kay.	Mary Kay has improved all of the skin care products. They are now allergy tested & fragrance free! Mary Kay gives you the opportunity to try the products before you consider purchasing and you are protected by a satisfaction guarantee! You see, Mary Kay caters to people with problem skin.