

Week 1

# FIVES FOCUS FOR THE WEEK OF \_\_\_\_\_

**“IT’S NOT HOW MUCH YOU WORK: IT’S HOW WELL YOU WORK CONSISTENTLY!”**

1. Five new contacts daily (Business cards, referrals, warm chatter...)

Monday	Tuesday	Wednesday	Thursday	Friday

2. Five customers contacts daily (Calls for reorders, Preferred Customer Program, to invite...)


3. Five interviews weekly (Individual, “practice”, guests...)

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4. Five classes weekly (Booked by this Friday for the following week...)

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5. Five TimeWise sold weekly (Think of your multiplying reorder business...)

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If you fill in every line with a name, your business will take off like a rocket!! Challenge yourself to focus on these fives and improve your “score” every week!!

Scores: Last week \_\_\_\_\_ This week \_\_\_\_\_ Goal \_\_\_\_\_

# Booking—Is it a challenge for you?

By NSD Pamela Shaw

Wouldn't you agree we have sooooo many tools in Mary Kay that help us to succeed? We KNOW what we need to be doing, but the "doing" doesn't always get done and then we get frustrated. My suggestion is to use the analogy on this page to develop a script and then practice, practice, practice saying it until you are comfortable with it and you are getting the results you want. Even the best bookers STILL have their script in front of them when they are on the phone! Remember, if you have something that already works for you and you are happy with the results, then keep doing it. However, if you are not happy with how many bookings you have and are not excited about your dialogue, sue the analogy to help develop one of your own!

When you book only with your heart, you say, "You just have to try this product... let's get together"... When you book only with your head, you say things like, "I need to have 5 classes. Would you have a class?"

It takes courage to book and consistently book with a purpose, a mission, and a drive. It takes courage to have a plan B. So let's talk about the analogy of booking.

The ANALOGY is broken down as follows:

1. ENTHUSIASM...(The tone in your voice) *"Hi Jane"...*
2. CURIOSITY... *"I'm so excited, this is Sue with Mary Kay...Do you have a quick second?"* (She is now wondering why you are excited.)
3. PURPOSE... *"The reason I'm calling is that our company just came out with {insert current limited edition or product launch promotion here} and I'm offering {insert current Company or unit contest or gift with purchase promotion here}"*
4. SPECIFIC PLAN... *"Wait there is more. I am in a Pacesetters Class working with my Future National as we are building a National Area...and my part is to conduct 10 appointments before the end of {insert current month} Jane, you will make the difference. I really respect your opinion of our products and I know you have at least 3 girlfriends that are as open and honest as you. Here's what I would really appreciate you doing for me, if possible I would like you to invite 3 or more of your friends to help me test market these new products by trying them and giving me their honest opinions."*
5. WIIFM...(What's in it for me!) *"As a special bonus to my first 10 hostesses, I am having a special drawing for a \$50 gift certificate you could use on your future purchases with me in addition to your regular hostess credit."*
6. ASK... *"Is there any reason you wouldn't want to invite a few friends to try these new products THIS WEEK?"*... (Give her a choice of your pink highlighted or star dates that are empty on your datebook)...Which is better for you...Beginning of the week or the end. Great...I have Tuesday...About 6:00 or 7:00...Great.
7. CONFIRM...*Jane, if you had \$75 to spend on Mary Kay products for just \$25...What would you select?* (Give her time to say some products. She is now owning the time you agreed on and this class is being confirmed in her mind)...*great...and then we can add???* (Just add one or tow more products to get her thinking) *Jane...who are you going to invite? Which friends and family do you have in mind?* (She will at this point rattle off a few names) *Great. Now remember no more than 6. Jane, thank you so much for booking your class. I want you to know that I am in business for myself and I will be there rain or shine...and I will do everything I can to insure you the maximum hostess credit...I will be calling you in the future to get the names of your guests and directions. Thank you again for booking your class and being one of my star hostesses in this special time. I won't forget your support and belief in me!*

# Scripts

## 1) Power Start Booking Script

Script: *Hi their name this is your name, do you have a minute? I am really excited about what I am doing. I am teaching skin care with Mary Kay! As part of my training, I have to hold 10 practice skin care classes in the next 30 days and I am calling you for your help. Is there any reason why you couldn't invite a couple friends over to your home or mind, so that I could practice and complete my training? Great! Here are the times I have available \_\_\_\_\_ or \_\_\_\_\_. Which would be better for you?*

## 2) Warm Chattering

Script: *I don't know if you are interested or not but I teach skin care with Mary Kay. I would love to get your opinion of our products. Here's a sample. Let me get your name & number & I'll call in the next day or so to see what you think.*

## 2) Follow up from warm chattering

Script: *Hey their name, this is your name. We met the other day at \_\_\_\_\_. I'm calling to see what you thought about the sample I gave you (wait for their response). I would love to get together with you. What day is better for you \_\_\_\_\_ or \_\_\_\_\_.*

## 4) Turning a facial into a class

*You know their name it is just as easy for me to do 3-4 faces at one time as it is to do one. It is up to you. Which is better for you?*

## 5) Correct booking approach

*Their name at every class I always select those women who I most like as my future hostess. And their name today I selected you. Is there any reason why when we get together for your check up facial you couldn't invite a couple of your friends. I think you would be great.*

## 6) Tentative Date book approach

Script: *I know you want hostess name to get credit for your class. Why don't we do this? Why don't we set a tentative date now with the understanding that when the time comes if it is not convenient we can move it? But that way hostess name can get credit for you having booked.*

# BOOKING IDEAS

*Booking is an attitude. If you think you can...you can.  
If you think you won't...you won't.*

## **Booking Approaches:**

1. Friends, relatives, neighbors, people you work with, people you once worked with, former classmates, people from your husband's job or organizations, recreating contacts...this is a way to get started. Booking Dialogue "How to Book Your 1st Eight Classes."
2. Promotion—Dialogue "How to Book Your 1st Eight Classes." Change to say you are getting a promotion to Star Consultant, Star Recruiter, Team Leader, Etc. Use with family, friends, former hostess, etc.
3. Second Facials—to everyone who buys the Time Wise Cleanser and Moisturizer.
4. To Win—for those customers who couldn't afford all the products they wanted.
5. Selective Approach—people you just like.
6. Hostess Contest—Rebook hostess—having a contest and just thought about you.
7. Tentative Date Approach—Use when a hostess is unsure of the date.
8. Fish Bowls
9. Warm Chatter—Use a survey or portfolio booking approach.
10. Book to Look—have a basket in center of table and when they book, they get to draw for an extra hostess gift.
11. People who have postponed or cancelled.
12. Mother's Day Class—all of your customers for a Mother's Day Gift from you.
13. Birthday Call—all of your customers who have a birthday in the same month.
14. 1/2 Price Sale—for anyone who didn't buy the basic set—call and offer basic at half price if they share a facial with three ladies you haven't facialed.
15. Give your hostess an extra special gift if she has three bookings before you arrive to do her class.
16. Fun Packages—make up packages of product or use a beauty book and have special customers sell a certain product for you. Example: sell six lip glosses—get one free. This approach works great for teenagers.
17. Penny Booking idea—use at classes. Put a penny on a tray. When the customer asks about the penny, explain that when they start with at least the basic set they can use their penny to purchase one item when they share their second facial with three friends.
18. Promotion or Transfers—watch newspaper for ladies who receive a promotion or a transfer. Call them and congratulate them. Offer a free facial.
19. Teachers of Your Children—Don't forget to do something nice for them.
20. Chamber of Commerce—most cities have a book you can buy with a list of all clubs and organizations. Follow up by calling the program or social chairman requesting the opportunity to teach skin care at one of their meetings or coffees. Tell them there will be no sales that day.
21. Men's wives and girlfriends—think of the men you come in contact with each day—insurance men, repairmen, husbands' friends, postman, UPS man, etc., also men with whom you work. They all have wives or female friends. Don't forget them.
22. While vacationing—remember we have no territories. Always take your samples and mirrors with you on trips. You can get lots of business and recruits.
23. Business, Modeling or Beauty School—wonderful source for skin care and glamour presentations.
24. Hotel, Motel and Restaurant Employees—contact the manager. They love for their employees to look their best.
25. Conventions—ever think about what the wives have to do at conventions? Find out who the manager is of the hotel for these events and you can often have a room to give facials.
26. Referrals – always ask for referrals from each person you come into contact with. Make this a habit.

27. Fashion Shows—offer to do the models or set up a booth and offer a drawing.
28. Preprofiled Guest List—any guest you have preprofiled that was unable to attend the class.
29. Sample Booking—staple samples to your business cards. When you meet someone you would like to book, call them back and ask how they like the product and ask for her opinion of our skin care and book her for a skin care consultation.
30. Bookstore Booking—call bookstores and offer to do a promotion on Mary Kay's books by setting up a table and displaying their books.
31. Reorder Bookings—offer customer a chance to win their reorder free by booking a class.
32. Fund Raising Groups—Women's Clubs, Churches, etc.—offer a percentage of sales for their gift.\
33. At your skin care class, have envelopes filled with prized and "duties". The guests decide if they want to open an envelope or not, but if they open one, they have to do what's inside (i.e., hold a class or give referrals, etc.).
34. Star of My Business: On a star-shaped piece of paper write, "You are the star of my business. When you share your review facial with three or four of your friends, you may choose one item in my entire product line for a penny." Also, have a penny taped to the piece of paper.
35. Models and Muffins: Call three people on Sunday night for Models and Muffins in your home the following Saturday. Tell them they can each bring one friend to critique their look and call them again on Tuesday or Wednesday night to see who they are bringing. Get names so you can personalize your table with place cards, etc.
36. Give your hostess 10% off her order for each guest she has at her skin care class (up to 50%)
37. After your skin care class, call all of the people who placed outside orders and thank them. Offer them a complimentary facial, and as an incentive for having a few friends in, offer them a duplicate of the item they just purchased absolutely free!
38. Offer your hostess either the all-in-one glamour compact or the multi-glamour compact just for holding her class on the date she originally scheduled it. To help her fill it (no one likes an empty compact), offer a free eye color for each guest she has at her class and a free blush or pressed powder for each booking or \$100 in outside orders.
39. Trunk Show-collection preview. Everyone try this product on the back of their hands. It's a great way to show more products.
40. On Line Parties—Select Hostesses who have their "party" on the web where guest order then put the hostess name on the order form. Give them 2 weeks.
41. Half Back Plan—A great way to turn a facial into a class. If they purchase \$100 at facial and they host a class they can get \$50 back if their class is \$200. The class needs to double to get 1/2 back.
42. Lips and Chips—Serve chips and soda while the guest samples the Satin Lips, Liners, Lipsticks and Glosses.

# Pre-Profiling Script & Questions

## Sound Upbeat!

May I speak to \_\_\_\_\_, please? Hi, \_\_\_\_\_, this is \_\_\_\_\_. Do you have a quick minute? Great! I'm \_\_\_\_\_ (hostess name) friend and Mary Kay Consultant. What I'm doing is calling all the guests that \_\_\_\_\_ (hostess) has invited to her Beauty Bash on \_\_\_\_\_, so I'll be more prepared and know what to bring!"

"First of all, you may not see anything in the Mary Kay line that you want and that's okay. I'm going to teach you how to take care of your skin and put on make-up no matter what brand it is! But, if you are tempted I will have all the products with me so you won't have to wait two weeks to get your stuff! And just to let you know I do take MC, Visa, Discover, cash, check or payment plan."

"Let me tell you what we will be doing, so you'll know what to expect:

1. Satin Hands and Satin Lips, which you will love!
2. Skin Care for the TimeWise woman of today.
3. An everyday make-up look for \_\_\_\_\_ (season). Something you can wear everyday with any outfit!

"May I ask you a couple of questions, so I'll be prepared? (Fill out their profile card while asking these questions).

1. Have you ever tried MK products?
  - A. If so, when?
  - B. Are you currently using any **MK**?
  - C. If so, what products and **who is your consultant?**  
(Explain that if she has a consultant, she can still come or place an outside order to help the hostess win free products, but she will need to return to her original consultant because we want loyal customers and we don't take each others customers. If she has NOT been in contact or been serviced by her consultant in over a year she is probably open territory. Please be sure and ask those probing questions).
  - D. What other product brands are you using that you are loyal to?
2. What would you like to change about your skin?
3. What does your current skin care program consist of? What brand are you currently using?
4. Do you have dry, normal, combo or oily skin?
5. What is your skin tone?

You may want to ask some additional questions:

1. What color are your eyes?
2. What's something you would love to learn about taking care of your skin or putting on make-up?

"Do you have any questions for me? Thank you for your time. I can't wait to meet you!"

# A CLASS WORTH BOOKING IS WORTH **COACHING!!!**

Use the following checklist for evaluating your hostess coaching methods for your past 5 skin care classes. Next follow the checklist for your next 5 classes. By using these 12 steps you will see a huge increase in the number of skin care classes that will hold.

	<b>1st</b>	<b>2nd</b>	<b>3rd</b>	<b>4th</b>	<b>5th</b>	<b>6th</b>	<b>7th</b>	<b>8th</b>	<b>9th</b>	<b>10th</b>
1.	When I booked my hostess for her class, did I make sure it was a firm business appointment by saying, "You can count on me to be there. May I count on you?"									
2.	Did I coach her thoroughly, telling her how to invite her guests so that she would have a good class in order to "earn" the hostess credit she wants and deserves.									
3.	Did I give her a specific time when I would be calling her to get her guest list and phone numbers?									
4.	Did I call her back at the appointed time and accurately guest her guest list?									
5.	Did I call those guests promptly and complete their skin care profiles?									

6. Did I coach and confirm each of those guests on the phone and let them know that this was a definite appointment?
  
7. Did I write a thank you note to the hostess before her class, telling her that her guests were eagerly looking forward to her class?
  
8. Did I arrive at the class on-half hour early in order to kitchen coach my hostess and ask which of her guest would be booking classes, and which might be interest in the Mary Kay opportunity?
  
9. Did I give an informative and enjoyable class?
  
  
  
  
  
  
  
  
  
  
10. Did I do a strong, individual closing, either at the table or in another room?
  
  
  
  
  
  
  
  
  
  
11. Did I schedule everyone for definite dates for their private makeover session and turn them into classes to be held within the next two weeks?
  
  
  
  
  
  
  
  
  
  
12. Did I choose at least on person from the class to tell her about the Mary Kay opportunity, setting a definite time to see her again, either taking her to my next class or my next unit meeting, or calling my Director about her OR asking her to listen to a "Choices" tape and complete the questionnaire?



## Booking Bags—Get Additional Bookings at your Classes!

On the table with your Skin Care Displays add a few colorful bags with a sticky note on them with the next 3 dates you would like to book...put a fun product in each bag...could be some of your PCP gifts...or maybe a product that Mary Kay gave you for ordering or something that you would love to get...foot cream, hand cream...you choose. If they book a class on that date they get to take home the bag!!!

\*Thanks Gail Crutchfield

# The 5 Steps to Alleviating Rejection

By: *Bill Cantrell*

## “I Earn \$20 Every Time I Pick Up The Phone!”

When someone tells you “NO”, Do Not take it personally! Because WE KNOW we have an EXCELLENT COMPANY, and WE KNOW we have an EXCELLENT PRODUCT. We automatically assume that We Are To Blame when we hear a “NO”! The Truth is that it COULD BE THEM!

You see. IF THEY KNOW what YOU KNOW about Mary Kay Cosmetics wouldn't it be EASY for them to TELL YOU YES? So, When Someone Tells You “NO”, What they really need is More Information! After you hear a “NO”.

### 1. KEEP IN TOUCH!

When People say “NO” - Ask them if you can keep in touch from time to time to let them know about upcoming events/exciting product news!

### 2. “SO WHAT, NOW WHAT!”

Know Your Numbers!!



- If it takes you 10 Calls to Book 1 Class
  - And Your Class Average is \$200
  - You Are Actually Making \$20 Per Call  
So, At \$20 per call
  - You made \$20 for the “YES” Call
  - And You Made \$180 on the “NOs”!
- THE BIG MONEY IS IN THE “NOs”!**  
So when you the “NO”, you can hang up the phone and say “Thanks for the \$20”!!

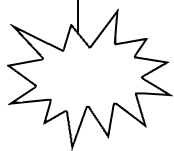


3. “I AM EARNING #20 EVERY TIME I PICK UP THE PHONE!” Write this message down on an index card and Tape it To Your Phone!!! I could care less what they say, remember, they just need more information!
4. TAPE A \$20 BILL WITH A PICTURE OF YOURSELF TO YOUR PHONE! This will protect yourself from any negative thought. (If you have a teenager in the house, you might want to hide it when you're not on the phone!)
5. MAKE ANOTHER CALL! Nothing gets in the way of your productivity! Their “NO” is not a personal rejection of you. It's a Lack of Knowledge on their part! Keep in touch, and Keep Calling! And Calling! And Calling! And Calling!

# Overcoming Booking Objections

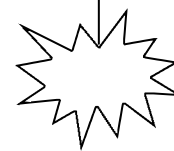
I'm too busy.

I know exactly what you mean. Life seems to be flying by. Do you ever feel like you need a little personal pampering time? How about inviting 2 or 3 of your buddies for a 1 hour spa session? I would love to do that for you.



I use Brand X

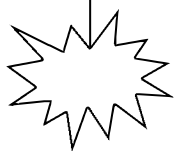
Hey that is great! It is obvious that you are investing time and money in your skin care. Let me ask you, do you feel you are getting the results you want for the price you're paying? I would love to take 45 minutes to show you the #1 brand in the US and get your opinion. I can share with you how much money I can save you.



I tried MK and it broke me out!

I'm Allergic!

I'm so sorry! If you don't mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you at a follow-up facial to solve the problem? Often times, if a consultant is not well trained they can misformulate products. That can be disastrous! Were you able to take advantage of \$back guarantee? Since we have cutting edge new products, I would love to have the chance to make it right for you. You can bring along the old product and I will give you credit for them.



I don't wear Makeup.

That's perfect! You might be surprised to know that Mary Kay is the leading developer of basic skin care products. I would really love to get your opinion of our skin care basics. We won't even mess with the glamour.

**Great! Is there a day this week that will work or do we need to look at next week?**