

Powerful Booking Dialogues

Perfect Start / Power Start Dialogue: Hi _____, this is _____. I'm really excited – I'll only take a few minutes? I've just started my own business with Mary Kay Cosmetics and as part of my training; I need to gain 30 women's opinions about our product by trying it on their face in my first month. I could really use your help! I need your opinion!! We could do it just the two of us **OR** if you know of a few friends that are overstressed, overworked and under pampered you could invite them to join us. That would help me get the 30 opinions quicker and I would reward you with our terrific hostess plan.....isn't it fun to receive huge discounts and free gifts?!!! What do you say you grab your calendar and let's set a tentative date? It will be a lot of fun! *Pause* Which would be better for you, beginning of the week or the end of the week?

Turning a Facial into a Class: (after you have scheduled a time say...) You know, _____ I have a great idea! With our hostess plan you can receive your own cosmetics at a huge discount or entirely Free! Would that interest you? (wait for her response). It's just as easy for me to pamper 3 or 4 women as it is for 1. I imagine you'll be mentioning to your friends you've scheduled a pampering session with me, so why not just invite them to join us? You will earn lots of free products for yourself and you and your friends will have a lot of fun! Either way, I want you to know I am excited about coming to pamper you.

Before & After Portfolio: Hi _____, this is _____. I'm so excited – I'll only take a few minutes? I am building a professional portfolio of "Before and After" makeovers and I would love to feature you in my portfolio. You have such (beautiful eyes, beautiful smile, hair, give a sincere compliment). I would really value your opinion. What do you say, grab your calendar and let's set a date? Which would be better for you, beginning of the week or the end of the week? And, if you have a few friends that might enjoy getting a makeover and a little pampering, they could give you their honest opinion of your new look that will be featured in my book.....AND you will earn FREE products for having them join you...either way, I want you to know I am excited about coming for you.

Tentative Booking Approach: *When someone at a class shares they are not sure if they could book because they don't know their calendar or their friends.....just say....*

“Well, why don't we do it this way. I'm sure you'd like the hostess to get credit for your appointment, right? **Let's set a tentative date with the understanding that if we need to change it we can, okay?**

As soon as you set a tentative date, it ceases to be tentative because you are going to coach like a firm date!

Correct Booking Approach: At every skin care class, I always select a couple of sparklers that I would most like to have as my future hostesses, and today _____ I've selected you, because (*sincere compliment: you look great in the product, you are so outgoing, you are so much fun*) Tell me, when we get together for your follow-up, is there any reason why you couldn't share it with a couple of friends & earn some Free Mary Kay products? I bet you know a few women that are overstressed, overworked and under pampered, right? I think you would be a terrific hostess!

OR

You know, at every class, I choose 2 women I want to work with most. Today you are my first choice – do you know why? Because you were the most excited person here and Mary Kay always taught us to pick the sparkler because she ignites the room! I love to work with excited people. When we get together for your follow-up color appointment (or for their complete glamour makeover) why not share it with a couple of friends that are overstressed, overworked and under pampered? Plus you earn FREE Mary Kay products too! It is obvious you had a great time *today or tonight!* When is the best time for us to get together – the beginning of the week or the end of the week?

WarmChatting Dialogue: You've been so (helpful, terrific, fun, supportive...etc.!) I would like to thank you by giving you a Mary Kay gift.....I'm a Beauty Consultant with Mary Kay Cosmetics and I would love to give you a complimentary makeover and a \$5.00 gift certificate to spend at your appointment. Here is my card – do you have one ?? Great (if not, have her fill out the customer blank business card). I will give you a call & arrange a time so you can redeem your Gift Certificate! Thanks!

When you call back say....

Hi _____, this is _____ with Mary Kay. We met the other day at _____. Thanks again for _____. I'm calling to arrange a time for you to spend your Gift Certificate. Grab your calendar & let's set a date!

Inviting a Guest: Hi _____, this is _____. I'll only keep you a few minutes. I'm really excited about an event that is coming up on _____. My Director has challenged me to bring a model. I am looking for someone with (beautiful eyes, red hair, warm smile, sincere compliment)...and I immediately thought of you! You'd have the opportunity to try many of our products and get a new color look. I would be so honored if you would be my model and I know you'll have a ball! As my thanks, you would receive a \$10 Gift Certificate to spend that night. Tell me, is there any reason why you couldn't be a model for me this _____? I think you'd be terrific!

Booking a 15-minute appointment: *This is a great alternative for someone who says they are too busy to have a facial or a class.....*

I would love to stop by for just 15 minutes to show you _____ (whatever item you have called her about, skin care/lipstick/fragrance, etc.) You will be able to try the product, it's fast, fun & informative! Would it be better for me to stop over on _____ or _____? Great! I'll see you then.

Booking a Beauty Boutique Party: Hi _____, this is _____. I'm really excited about a new party Mary Kay is offering. I'll only take a minute? It's called a "Beauty Boutique"! It's a party where you can see and try, most of the products on the back of your hand. No mirrors, no taking off your makeup! You & your guests get to see lots of the Mary Kay products and then enjoy each other's company! You can have as few as 6 or as many as 20 guests. As my thanks for having a beauty boutique, you'll earn \$75 of product for \$25! Doesn't this sound like fun? Grab your calendar & let's set a date.....which is better for you? _____ or _____.

Booking an E Class (or Book Party): *This is a great alternative for someone who lives out of town or does not want to schedule a skin care class or beauty boutique party..*

How would you like to earn some FREE products without having a party at your home? Great! All you need to do is to take outside orders from your friends & family during the next week and you'll earn \$10 of Free product for each \$100 in sales. Would you like to give it a try? Would you prefer to email your friends & let them order from my online website or does having samples & catalogs to take with you work better for you? Whichever you choose is fine with me!