

Common Objections and Correct Responses for Booking a Class

“I’m too busy” -- “Great! Mary Kay has taught us that the busiest people get Things done! That’s one of the reasons why I have chosen you.”

“House Problems” – “No problem!” I would love to have you and your friends as guests in my home!” (Husband, guests, redecorating)

“I don’t know anyone” – “Great! This will give you a chance to make some new friends! Just ask two or three people and have each one of them bring two or three friends.”

“I’m allergic” – Really? Mary Kay has just recently improved all of our skin care products. They are now allergy tested and 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.”

“I don’t use make up” – “I can appreciate that. I believe you will really be 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.”

“Let me check with my friends” – “That would be fine, but, if you talk to six different friends to find out a good time, you may get six different answers. Why don’t we do this, let’s go ahead and schedule a tentative time that would be good for you. If you check with your friends and that would not work out, you can give me a call to change it.”

“I don’t know when I could” – tentative datebook approach (same as above)

“No” – “I appreciate your honesty but may I ask why? (Then they will give you one of the above objections.)

A successful person is the one who went ahead and did the things that others were not willing to do!