

ATTITUDE

Scheduling Appointments is an Attitude

Thanks to NSD

Sue Kirkpatrick



Success in scheduling appointments begins with our attitude.

We have to believe that everyone deserves to have a makeover and everyone deserves to wear the product. It helps to believe that when a woman wears Mary Kay, she likes herself better. She may even yell at her kids less...she will make a better wife, mother, employee, etc.

That all may seem a little extreme, but it is meant to stress the importance of believing that **you are doing a SERVICE**. If you feel like people are having a facial or skincare class for you as a favor, it will come across as a lack of confidence. I know that there will be times when some people will schedule because you need their help in reaching a goal, etc. However, most of the time, it will be because of your enthusiasm for the product and how excited you are to share it with them or to get their opinion.

The question should never be, "Would you be interested.....?" If you don't know whether she would be interested or not, she will doubt her interest. Instead, **the question should be, "Has anyone treated you to a makeover recently?"** Do you currently have a consultant who is servicing you?" "No? Then I want to make you a priority in my schedule to treat you to one. In fact, you can be a model in our (current promotion) (Then tell her about that.) I can't wait to get your opinion of our new products!"

If the objection is that she tried it before and it broke her out, find out how long ago it was, and then you might say, "Oh good, I have been looking for someone who had that problem. If I were willing to do a makeover and work with you, would you be willing to be a model in our contest and give me your opinion of the new Mary Kay (or my facial)?"

If the objection is that she wears Brand X, you might say, "Oh good, I have been looking for someone who uses that brand to get their opinion of how the New Mary Kay compares. Even if you end up still preferring Brand X, I would enjoy the time with you and treating you to a new look.....and I sure would value your opinion. Which is best in your schedule, mornings or evenings..... Tuesdays or Thursdays, etc.?" NEVER run down another product.

BELIEVE that you have one of the best products available and that YOUR service is the best. Be so busy that you are working people in on your schedule. People love to do business with successful people. And.....you ARE such a person! Have fun scheduling!!!

