

POWER OR PERFECT START BOOKING SCRIPT:

Step 1: Call during PRIME TIME.

If it is an answering machine:

Hi Sue, this is Shauna. Give me a call when you get a chance! Talk to you soon!

If you are speaking to her:

Hi Liz, this is Shauna Abbotts. Did I catch you at a good time, do you have a minute? Well, I'm just calling because I'm totally excited: I just started my own business with Mary Kay! I know it sounds crazy, but I think it's going to be really fun. I was just calling because the first phase of my training is to practice on 30 faces in 30 days. Just so you know, it's not really a selling appointment but more of a training appointment—I don't want you to feel like you have to come and buy stuff from me. But I do have to learn how to match foundation on somebody, so is there any way I could borrow your face?

She will respond with Yes, Not Interested/No, or a Problem to Overcome:

Yes = move down to “Book on the Spot” below

Not Interested/No = *I truly don't want to bug you or be pushy in any way, but just out of curiosity, may I ask why?* If she mentions a problem below, try to help her though it using the scripts below, but be very sensitive to her. If she is still not interested, tell her to have a great day and move on!

Problem/Objection = use the scripts below

Most common Objections (Problems):

“I don't have any money / time / I probably wouldn't buy anything / I tried MK before and...”

Start by identifying with her and showing her that you value her concerns:

I totally understand. I have totally been there!

Then help her through her problem by saying:

If it's Money:

It's totally not a selling appointment—I just really need to complete my training. Leave your checkbook at home.

If she is still hesitating:

Honestly, what I can get out of doing this training is a lot more important to me than anything you could buy from me—so truly, leave your checkbook at home. This is all about the practice time for me. But if I miss this training by one face, I have to re-do the whole thing and I will just die!!

If it's Time:

I totally know how you feel! I am actually already booking until the end of the month. Why don't we go ahead and schedule a tentative time for later this month, and then if we need to move it, that's OK. I just book pretty quickly and I'd rather have a time slot reserved for you that would work for you than get down the road and be booked up in all the time slots you need. And then if we get there and your life is still crazy, we can just move it. No big deal.

If it's a problem with the Mary Kay product line:

What did it look like?

How long has it been since you tried it?

You know, we've completely re-vamped almost every product we make in the last 4 years. I know a lot of people who couldn't use MK before and they LOVE it now. As a matter of fact, my director drives a Pink Cadillac and she couldn't even use it back then! But it truly is a completely different line now and I would love to get your opinion on the changes. Don't worry about buying anything—I would just love to get your thoughts for my training.

Book on the Spot:

Tell me about your schedule. Do you need daytimes, evenings, or weekends? Determine her schedule, then offer her 2-3 choices that fit into your available times. I have Wednesday night at ____ or Saturday morning at ____, which would be better for you?

After the date has been set, **get or give directions right then!** Put them on a strong sticky note in your planner immediately!

Try to maximize your time:

You know, Susie, since I have to 30 training faces, if you wanted to bring a friend or two, I'd love you forever and I'd totally give you something free just for helping me out! Just let me know ahead of time so I can be professionally prepared.

ALWAYS confirm and pre-profile the day before! *Hey Susie, this is Shauna with Mary Kay. I'm just calling to confirm our pampering session tomorrow at _____. I am so excited about seeing you tomorrow!*

I just have some quick questions for you so I can have everything ready when you arrive. I know you're super busy, so if you call me back and get my voice mail, feel free to leave me a message—I don't want you to have to play phone tag. I'm just wondering if your look preference for tomorrow is more natural, professional, or dramatic; if you feel like your skin is more on the normal, combination, dry, or oily side; and what you're currently using for skin care just so I have the right products ready for you. So if you could give me a quick call back, that would be great! You can reach me at - _____ . I'll plan on talking to you soon!

If you talk to her in person and she needs to reschedule, **do it right then!** Go through the same booking process as before.