

POWER OR PERFECT START BOOKING SCRIPT

Step 1: Prepare and mail business announcements.

Step 2: Call the day after they missed the deadline to see if they got it.

If it is an answering machine:

Hi Sue, this is Shauna and I was just calling to see if you got my postcard about my new business. I am so excited about it! Call me at 555-5555 and let me know if you got it. Talk to you soon!

If you are speaking to her:

"Hi Liz, this is Shauna Abbotts. Are you busy or do you have a minute? Well, I'm just calling to see if you got my business announcement. I am so excited about it! I was just calling because the first phase of my training is to practice on 30 faces in 30 days. It's not a selling appointment at all, so don't feel like you have to buy anything. It's just a training appointment. Is there any way I could borrow your face?"

After she responds:

Get her response and work through any objections (see below).

Most common objections:

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

I know how you feel... (sympathize)

Continue on with:

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

If they still have concerns, add:

To be honest, what I can get out of completing my training is way more important to me than anything you could buy from me. I really mean it when I say to leave your checkbook at home.

Or:

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 am booking really fast and want to have something reserved for you that would work better for you.

Or

How long has it been since you tried it? You know, we completely re-vamped our skin care line in 2005 and it's totally different now. I know a lot of people who

couldn't use MK years ago and LOVE it now. It's a completely different line and I would love to get your opinion on it. Don't worry about buying anything—but I would love to get your opinion.

Book on the spot:

*Do you need daytimes or evenings and weekends? Determine her schedule, then offer her 2-3 **choices** that fit into your available times. Do you prefer Wednesday nights or Saturday mornings?*

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

Maximize your time:

You know, Susie, it's just as easy for me to do 4 faces as it is for me to do one, so if you want to bring a friend or two that would be fine—just let me know the day before so I'll be ready for you.

Don't forget to confirm AND PRE-PROFILE the day before! *Hey Susie, this is Shauna with Mary Kay. I'm just calling to confirm our get-together tomorrow at _____. I am really looking forward to seeing you tomorrow!*

I just want to thank you in advance for helping me with my training! You have no idea how much it means to me; I really appreciate your time.

I just have a few quick questions so I can be ready for you when you come at _____, so if you could call me back that would be great. I know you are super busy, so if you 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; you feel like your skin is more dry or oily; and what you're currently using for skin care; just so I don't put something on you that will leave you too shiny or oily all day long. So if you could give me a call back when you get a chance at _____, that would be great! I'm looking forward to talking to you soon!

If you talk to her in person and she needs to reschedule, **do it right then!** A good consultant NEVER LETS AN APPOINTMENT GO OFF HER BOOKS!