



Information on Booking

Everything in a Mary Kay business starts when you book a selling appointment. From it comes sales, more bookings, regular customers and precious team members. And so your first step is to **PACK YOUR DATEBOOK!** When you are writing in your datebook, you are writing in your **CHECKBOOK!** All you have to do is simply follow the suggested outline below. Just **BELIEVE, WORK** and **FOLLOW THROUGH** and chances are **IT WILL HAPPEN!**

1. Make a **LIST** of every possible person you can imagine to ask about giving them an opportunity to introduce their friends to our marvelous skin care products.
2. Set aside one hour a day all week and stay on the phone. Call each person to tell her you are participating in a special program and your assignment is to introduce at least five people this week to a marvelous skin care product. Then ask for a **DATE**, giving her a choice. Next tell her to feel free to share her facial time with 4 – 5 friends and possibly receive her products free! Explain your hostess credit or promotion to her. **BOOK HER** and **CONTINUE TO CALL FOR ONE FULL HOUR!**
3. It is imperative that every one of your customers receives at least one refresher facial per year. Seasonal changes in their skin and updates in new products and colors make it a vital service on your part as their **PROFESSIONAL SKIN CARE AND BEAUTY CONSULTANT**. Call, **BOOK** and turn it into a **CLASS** or **COLLECTION PREVIEW** by offering the opportunity to earn free product!
4. The best possible place to book is at your skin care class or preview collection! **YOUR GOAL IS TO BOOK TWO SELLING APPOINTMENTS**, one to replace the appointment you just had and one to grow on! Leaving a selling appointment without your **TWO BOOKINGS** is like walking out of your hostess' home and leaving money on the table. I would be much more excited about a \$70 class with two bookings than a \$300 class with no bookings!!! I'll repeat it again: **BOOKINGS ARE THE LIFELINE OF YOUR BUSINESS!!!!**

Make a point of selecting two people at every appointment and use the booking approach as outlined in the *Conversations Booklet* found on the LearnMK™ Web site, key word: *Conversations*. Overcome any and every excuse by using the **TENTATIVE BOOKING APPROACH** (also found in

the Conversations Booklet). Make a point of incorporating your REVIEW FACIAL (check-up or second) at least SEVEN TIMES DURING THE APPOINTMENT!!! Develop an ATTITUDE OF ASSUMPTION: everyone who purchases a basic has also PURCHASED A CHECK-UP FACIAL within the next 10 days to a week.

5. There are many other ways of booking. However, the KEY to each and every approach is simply to ASK and EXPECT A YES! The worst possible result that you will get is a “no” and believe it or not, that will not injure or disable you unless you let it. A “no” is not a terminal situation, unless you want it to be!