

The Booking Lifeline!



"Best Way To Book"

First of all, there is one "best way to book", by following the information in your Career Essentials - the Mary Kay booking approach. This is the very best way. Try using this information first, and it is all you'll ever need.

I would not be so presumptuous as to say you will book everyone. I will tell you, however, that percentage-wise you will book and they will hold when you use the tried and true Mary Kay method.

With prices skyrocketing, we all wish we could double our net worth. One sure way to begin on this venture is to double your booking ability. Booking is nothing more than selling the Hostess on the opportunity to share her new Skin Care knowledge. We are in the people business. We are in business to serve our customers. But if we do not "sell" booking, opportunity and product, we will soon be out of business. Remember, you can do anything you believe in!

Believe In Yourself!

Believe in yourself. Eliminate words such as: never, no, perhaps, maybe, can't, and impossible. For example, if you say, "I can never book daytime appointments", you have placed in your mind an immense barrier for doing that very thing. The words you speak and the thoughts you have, form ideas and then these ideas form habits. Tell yourself, "I can, I will", and then do it!

Booking begins with your attitude and how you feel about yourself. Be confident of the way you look and be poised in your presentation. If it takes a new dress or hair-cut, get it! People can sense when you're not sure of yourself. If you have the attitude that they're going to say "yes", this will spread to them. In booking, your reputation precedes you. Your Hostess booked because she enjoyed you and felt you knew your business. You were fair and she will be anxious to have her guests' book too.

Coach Your Hostess

Coach your Hostess well before the class. Explain Mary Kay's Hostess Program with her in simple, easy-to-understand terms. Explain to her about outside orders and be sure to leave a Hostess Packet. Your Hostess Packet should include the following:

- Business card
- Customer Profile cards
- Hostess Program flier
- Beauty Books with current promotional brochures
- Team Building information
- Suggested dialogue your Hostess can use when she's calling to invite guests to her class.

"I am excited to call you! I would like to invite you to have a complimentary facial at a skin care class that will be conducted by a Mary Kay Independent Beauty Consultant. This class is by reservation only and I can invite five friends, so if you can come, let me know so I can reserve a place for you." (Dialogue taken from Career Essentials Notebook)

Be sure you send your Hostess a thank you note or postcard. Sell yourself and sell your Hostesses!

1st Impressions

Give a good first impression. Your guests are studying you long before the selling and booking begins. The first thing they should see is your smiling face, well-groomed appearance and a cheerful voice. Get rid of your "hang-ups" before your leave home.

You are booking from the minute you walk into her home. After all, she has more than six friends. Have successful classes and you will never run out of bookings. Memorize and use the correct booking approach. Practice with every appointment and you will succeed in booking classes from classes. This is the key to your success in making money fast.

Thank You, NSD~Rena Tarbet