

# Great Ideas to help you with all of those appointments you will get today!

## Scheduling Appointments **By 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 Makeover Contest!" (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!!!

## **Lisa Perry's dialogue for scheduling color appointments:**

"Hi may I speak to Kim? Hi Kim, it's Lisa Perry. How are you? I am so excited, I just learned about a brand new thing called Color Certification. Where I can get color certified in Mary Kay. And I was wondering if you could help me. What you need to do is come be my model and try our new foundation colors. Were so excited these are the greatest colors ever. And they're really, really great.

I just wanted to know if you could come and be my model Monday or Tuesday night at my success meeting. I'm having a training. I am a sales director with Mary Kay and I need models to come with me every week so I can train my girls. Would you like to be one? I'll have a special gift for you if you do come. And by you coming I would also have a model so I can write your name down and I can get color certified after I do at least 12 models. Please! Thank you so much. Have a nice day. "

## **BOOKING: Existing Customers NSD Kathy Helou**

Booking is the lifeline of your business...when you're out of bookings, you're out of business...so become a master booker. Here's a plan I know will help all of you obtain bookings and secure future bookings.

1st...Decide how many new customers you'd like to have this year (Example; 100)

2nd...Break down that 100 into 12 months and your monthly goal is 8

3rd...Break down that monthly goal down to a weekly goal of 2 new customers.

Sounds easy, doesn't it? Well in my 10 years experience, I've determined that there are 2 basic ways to obtain customers:

\*\*1) passing out your business cards

\*\*2) making telephone calls

Decide how many phone calls PER DAY you'll make and how many cards you'll pass out PER DAY ( 5 days week). Then mail one Beauty book out per day to someone in your same telephone exchange or on the same street. If you try this for 4 weeks the effort you put forth will bring results!!

For those of you that already have existing customers...here's your dialogue to get back in touch with each of your customers.

*Sue, this is Kathy with Mk Cosmetics, do you have a second? I wanted to take a minute to tell you how much I appreciate your confidence IN ME as your personal consultant. I was looking at your profile and realized we met \_\_\_ months ago and you have placed \_\_\_ dollars in reorders with me since that 1st time and I want to thank you again! I just had a goal session with my director and I'm dedicating myself to the best possible customer service you could ever want and Customer Awareness...just as the stores are showing in the new \_\_\_\_\_(seasonal) colors, so is MK and I'll have mine to show in \_\_\_ weeks! I thought I'd ask your permission to put a \* on your profile and call you when they are here to show them to you or have you stop by...( wait for answer) And by the way, speaking of customer service, are you running low on anything?*

(If she is a new customer of only a few weeks say this ..

*And by the way, I know the BASIC was your first MK purchase; but I also remember you wanted to add a concealer and highlighter to your set (or any item she showed of interest in) and I'll be making deliveries in your neighborhood next \_\_\_ would you like me to bring these by?*

*And lastly, I've started a new Customer Referral Reward System. What better way to meet a new Mk customer than through someone like you who love this product! For each referral I'll discount your next reorder purchase \_\_\_% or give you a fun gift and since I know your face will go with me the rest*

*of your life....that could really add up. Just think of the comments you've received on your skin, or on your new eye or lip colors or your new nail color.*  
**Again. THANKS FOR BEING ONE OF MY WONDERFUL MK CUSTOMERS!**

## **Conversational Openers --Thank you Penny Hunter**

Conversational openers can be the keys to sharing! Many of you have asked me to give you a few ideas again concerning how to open conversations. Here are three situations to try this week. Let me hear from you what happens when you go out and practice the language. What is your plan today to go out and help others find out about your business?

Shopping - There is someone standing in line next to you. It is a long line. Your conversational opener could be, "The line seems really long today." If the person just grunts, then don't continue the conversation. If their response is friendly then "bridge" the conversational opener to sharing about your business. You could ask, "Do you shop at this time of day often?" After they respond, say, "I don't think I will pick this time of day again to shop with the lines being so long. I am really fortunate I can pick another time of day because I own my own business. I work from home. Are you familiar with Mary Kay Cosmetics? If you have another career too, then just tweak the bridging statement a bit and say, "Unfortunately my time is limited for shopping because my full-time career does not offer me much flexibility, but I do have a business that does. Are you familiar with Mary Kay Cosmetics?"

At a library, a child's event, or a class you take (exercise, sewing etc.) try opening the conversation with one of the following conversational openers: "Do you come to the library often?" "Do you get to most of the practices?" "How long have you been taking the classes here?" Then, bridge the conversation with those who are responsive to your opener with a statement such as. . . "I love being able to come here. I have my own business and I always feel so fortunate that I can do these kinds of things. I work from home. Are you familiar with Mary Kay Cosmetics?"

Plan a fun outing to the zoo, a museum, an amusement park etc. When standing next to people, just ask, "Are you from this area?" They will answer and all you have to do to "bridge" is say, "I am always curious, are you familiar with Mary Kay Cosmetics in your area?" This way you will find out from their response if they are interested in hearing about your company. Remember just share a few sentences. Don't give them a full marketing presentation. Just say, "Our company offers several services. I would love to be able to share some information with you about those services in the future. Would you feel comfortable giving me your name and phone number so I can call you to share some information about those services?" If they say they are not interested, that is okay. The next time you have the opportunity to share, someone might be interested. Remember sharing is based on having something to offer not on what the response will be.

Make a point of sharing in these situations. Practicing the language will lead to confidence. I always feel that when you do go out and do this, you are 100% successful in sharing. The recruiting results will be there after you begin to share. The good news is the moment you share, you are 100% successful in the sharing process! Recruits will be there from all the sharing. Remember you have to share, care and be proud of what you do in order to help others. We have to be patient to find the people who want our help. A no is just part of the process to getting to a yes! Would you ever stop offering a piece of cake to guests at your home just because someone said no? Would you feel everyone deserves to be offered? The possibility of hearing no's should never keep us from sharing!