

BOOKING YOUR PERFECT START & POWERSTART CLASSES!!!!

Booking Your First Skin Care Classes

Begin by studying your Skin Care Video and completing your Career Essentials notebook and tapes. Make your booking list including friends, relatives, co-workers, neighbors, your children's friends' mothers, etc. You do not have to know these women intimately – just casual acquaintances.

Some Things To Keep In Mind Before Making Your Booking Calls

It's very important to remember that you want to portray a Professional image! You are becoming a Professional Beauty Consultant and you will need to project this in what you say. People love to buy – but none of us like to be *sold!* With this in mind – take a minute and adjust your vocabulary. Replace the words “I sell” with “I have started my own business as a Beauty Consultant with Mary Kay”, and replace “party” with “make-over”. You will find the response to these phrases will be much more positive!

Suggested Conversation When Scheduling Your First Appointments

“Hi Sue, this is Laura, I have something *really exciting* to share with you! Do you have a minute? I'm in training to be a Professional Beauty Consultant with Mary Kay and I'm calling to ask for your encouragement! To complete my training I will need to hold five skin care classes in the next two weeks to share the benefits of our products and to practice my presentation. Is there any reason why you couldn't get a few friends together and help me complete my training?”

Once she agrees, say, “Thank you so much for your encouragement! Which would be best for you, weeknight or weekend?” (Offer her the choices that fit your booking options.)

What To Say When She Says:

“I'll check with my friends and get back to you.” “Sue, would you mind if you and I go ahead and select a time that is best for us? That way when you call to invite your friends you will have a specific day and time since the first questions most will ask is, “when is it?” I know you are busy and I am too, so let's take a look at what time will work best for you, _____ or _____?”

“I tried MK once before and” “I understand what you are saying. The products are so different today. As a matter of fact Mary Kay is the Best-selling brand of skin care and color cosmetics in the U.S. for the 8th year! As a matter of fact, the five-step program has been streamlined into only 3 products! Isn't that exciting? Sue would you be willing to try again knowing that the products have changed so much and that you will be helping me complete my training?”

“I just don't know when I would find the time.” “Sue, I know how busy you are and that is exactly why I am talking with you. Busy women like you are the ones who have made Mary Kay the Best-selling brand of skin care & color cosmetics in the U.S.! It's also the reason Mary Kay has stream-lined the basic skin care program into only a THREE STEP PROGRAM called Time Wise! Busy women like you love the benefits of these incredible products that save time and get results! Is there any reason why you wouldn't be open to trying these exciting new products and helping me complete my training?”

Once you've Scheduled The Appointment

“We are going to have so much fun! You and your friends are going to learn a lot, have fun & be pampered. Let me tell you what to expect and how to prepare, okay? All you need to do is write this appointment on your calendar so you can plan around it, invite 3-5 friends to join you and I'll do the rest! Plan on about 1 1/2 - 2 hours. Let everyone know it's going to be FUN and FREE! Tell them that I will have the products available for on-the-spot purchase and that I accept MasterCard, Visa and Discover Card in addition to cash and check – or any combination of the above. That way they will come prepared – just in case! I will have a special thank you gift for you based on these things: 1) holding our appointment on the originally scheduled day & time, 2) for every adult woman up to 5 who isn't presently wearing MK, 3) for every dollar purchased, and 4) for everyone who schedules her own class from yours! May I come 30 minutes early to set up?

Send Her a Thank You Note In Advance – Just a quick note to remind her of the time & date and to say thank you in advance for supporting me. We're going to have a great time together! Can't wait to meet your friends