

From NSD Pam Higgs:

Cindy also taught me 17 years ago as a new Consultant and I was having lots of cancellations to over a prize for her! I offered them \$10 gift certificate for not changing the appt date... "some professionals charge you a fee if you don't give 24 hour cancellation notice but I will actually pay you for showing up on-time and not changing our appointment."

MK gave us the script to say, "Karen, I want you to understand that whether you have any friends attend or not...I am coming for YOU!" If you are going to book it then coach it!!! It is more than worth your time!!! She cancels because:

1-She forgot to ask her friends...if you call 1-4 days before to get her guest list then even if she forgets she still has time to make 3-4 phone calls.

2-She forgot the date all together...if you call then she will remember. Did you send her a postcard to remind her?

3-She lost interest...do you know her "why" to start with? Was is to help you, get free products, help her friend, to have fun? Keep her why in front of her everytime you call her.

"Karen, I know you are working to get \$\_\_ in free products and I am doing everything I can to help you get even more."

You can help avoid the postponement if you work the Coaching Tips that Mary Kay herself gave us in our Consultants Guide.

Happy Booking!!!

### How to Avoid Postponements

1. The best shows/classes come from shows/classes so become a "pro" at booking from the class
2. Book close in; for the next week only if possible; never more than three weeks away
3. Do simple, basic, effective and **quick** classes; leave off doing eyes at the first facial and use that as a booking incentive to get the 2nd appointment
4. Don't let people know that you have an empty datebook; **look busy!** write in your datebook ALL your life things so that when you open your datebook to put them down for a date that the pages look like you are busy
5. Always be on the lookout for booking prospects; everyone has skin and they're all washing it with something--might as well be MK!
6. Always overbook; learn to double and triple book
7. Get your hostess excited! Find out what she wants to win and then tell her what she can do to win it
8. Have a booking goal every week
9. Make your hostess feel super special; like Queen for a Day!
10. Use incentives; have a hostess contest; tell people, "I'm in a contest and I need your help..."
11. Have a sense of urgency! be a DIN DIN person - Do It Now!
12. Never let a show get off your books
13. Use the guarantee show card (using the pink ticket, sales ticket)

After you write on the ticket what everyone bought and how many booked and figure the hostess credit, then say to the hostess:

"Susie you will be getting X amount in hostess credit tonight? Isn't that great?! Now, Susie, I want you to understand that I am giving you this hostess credit/free product in good faith, in advance of these classes holding. If anything were to happen so that your 2 friends don't hold their classes then I will need to come back to you and you will either need to hold another class (which would be another opportunity for you to get more free stuff!) or you will need to refer someone else to me that would hold a class to replace your friend's. So you understand, Susie, that I am giving you

this hostess credit in advance in good faith that these classes hold, right?

(She says she understand.) Great! Please sign your name here on the ticket by the X showing that we have discussed this, okay?"

Do this in front of her friends that booked if at all possible and they will hold their classes!

14. Use the hostess brochure that the company offers and give one to your hostess

15. Send a thank you note to the hostess for the **booking**

16. Star Hostess Program:

Have 10 good customers to agree to hold a total of 3 classes, **one per month**, March, April, and May.

**The qualifications for being a Star Hostess is they must hold 3 classes and introduce you to at least 5 new people at each class (for a total of 15 new people) then she will receive hostess credit at each class but also she will receive her personal MK products and any MK products she will need for gift giving (like for Mother's Day, Father's Day, Christmas, etc.) at one half price for a year!**

Here are the numbers by the end of the 3rd month:

\*\*10 Star Hostesses

\*\*30 classes with 15 new people at each class will equal 150 new contacts.

\*\*Company says half will buy TimeWise, that's 75 new PCP customers

\*\*Interview all 75 new TimeWise customers and it should result in at least 15 new recruits for you (that's statistically one out of 5) - that's your car, that's DIQ at least or better!

**Here's the script to use for the Star Hostess program:**

**Hello Susie! Do you have a quick minute? Great! I know how busy you are and I won't keep you long. Susie, I just heard about an awesome new program with MKY! It's called the Star Hostess program! Have you heard about it? Well, Susie, could you get excited at the idea of getting all your wonderful MKY products half price for a year?!!! (let her answer, "yes!")**

**Here's all you have to do:**

**The qualifications for being a Star Hostess is you hold 3 classes, one per month for the next 3 months and introduce me to at least 5 new people at each class (for a total of 15 new people) then you will receive hostess credit at each class and also after the 3rd class has held you will receive your personal MKY products and any MKY products and will need for gift giving (like for Mother's Day, Father's Day, Christmas, etc.) at one half price for a year!**

After you get her on the datebook, then explain to her that this is for her personal MKY product needs for herself and for any gift giving that she will be needing during the year. Not for her to call her family and friends telling them that she can get MKY for them at half price.

**I hope you enjoyed these helpful booking tips!! Have a FANTASTIC WEEK LADIES!!!**