

## **New Consultant Booking**

"Hi \_\_\_\_\_, this is \_\_\_\_\_ do you have a quick minute? The reason that I am calling is that I have just started a new business with Mary Kay Cosmetics and part of my initial training is to practice on 15 faces within the next 2 weeks. IS THERE ANY REASON WHY (very important to say it that way!) you wouldn't help me with my initial training in exchange for a free gift? I'd really appreciate the help!! It only takes about an hour. Do you normally have more time during an evening or on a weekend?

8. After you have the appointment in your date book, then say:  
(THE BIGGEST KEY IS ENTHUSIASM!!! Let her know you are excited.)

" Do you know \_\_\_\_\_, I could really get the 15 faces done faster if you shared your makeover with a friend or two? Is there any reason why you wouldn't want to have a few friends over? It's more fun that way and with 3 friends, I can give you \$50 or more in FREE product as a thank you and for helping me with my training."

## **Secret Pal Referral Booking Strategy**

Ask your guests for 10 names of friends who they would love to pamper with a "Secret Pal Pampering Package." Or, call ten customers or friends and ask for 10 names—that 100 new prospects!!

"Hi, this is \_\_\_\_\_ with Mary Kay. I'm calling because I have a 100 face challenge from my director. She told me to call the 10 sharpest women I know and ask for the names of ten people who you would love to give an anonymous Secret Pal Pampering Package. I immediately thought of you because \_\_\_\_\_. They get a skin care and color consultation, and I'll give you a lipstick for helping me reach my challenge. Should I call you back or do you have your address book handy right now?"

2. Then, call your prospects:

" Hi, this is \_\_\_\_\_. You don't know me, but a friend of your has asked me to give you a call. She has a gift for you that she asked me to deliver to you. She doesn't want me to tell you her name because she doesn't want you to feel obligated to get her something in return and she doesn't want you to think that's its because you need a makeover. But, I'm calling to let you know what the gift includes. It includes a product gift certificate along with a skin care analysis and color makeover. It takes about 45 minutes for the full consultation and I'm setting up my appointments for the next few weeks. Which would work better for you—an afternoon or an evening? (Offer 2 choices)

## **Custom Compact Booking Strategy**

Take a Custom Glamour Compact and fill it with 3 eye shadows, blusher, lipstick & applicators.

"Hi \_\_\_\_\_ this is \_\_\_\_\_, your MK Beauty Consultant. I'm so excited about a new promotion I'm having and I want you to be one of the first to hear about it!! You can receive the completely filled Custom Compact with 3 eye shadows, blushers, lipstick, and applicators, a \$52 value by hosting a skin care class during any day in the month of \_\_\_\_\_. You will pay the price of the day you book the class! So, if you book on the 1<sup>st</sup>, you pay \$1.00, when you book on the 10<sup>th</sup>, you pay \$10, and so on. The class will need to be held on the day booked and not changed, have 3 adults not using MK, and a min. of \$100 in sales. What day would work for you? I have the 4<sup>th</sup>, 8<sup>th</sup>, and 11<sup>th</sup> still available. What works for you and a few friends?"

## **Portfolio Referral Booking Strategy**

Hi \_\_\_\_\_ this is \_\_\_\_\_ calling. You don't know me but \_\_\_\_\_ suggested that I give you a call, do you have a quick minute? The reason that I am calling is that I am working on a company project, I teach skin care and color cosmetics with the MK corporation and the company has asked me to put together a before and after portfolio with our new lipstick line and when I asked \_\_\_\_\_ who she thought might be kind enough to help me out in exchange for some free product she suggested you. It's very easy, basically I would be borrowing your face for about 20 minutes and then like I said, I'd have a free gift for you for your time and your help. Do you normally have more time during the week or on a weekend?"

## **Test Panel Booking Strategy**

"Hi \_\_\_\_\_ this is \_\_\_\_\_ calling, do you have a quick minute? The reason that I am calling is that MK has just launched an amazing new lipstick & lip gloss line. These are creating quite a the industry because of the fabulous colors. I am setting up test panels with women in the area who currently do not use MK and I would like you to participate in exchange for a free gift. I would love your opinion! Which works best for you..."

(turn into a class by offering hostess credit)

## **Before and After Booking Strategy**

(at the end of small talk or a conversation with another mom or the bank teller)

" You know I am always looking for models for my before and after portfolio...I would love to have you be a model for me! (who me?... response..) I'm looking for someone with your hair color! (or eye color or whatever you think is great) I teach skin care and color with Mary Kay Inc. and this allows me to show different looks on all different skin color, hair color etc... It's a lot of fun and I'll have a gift for you for doing it". (If you have a portfolio already, pull it out and show it to her) (If she says ok or is somewhat positive-not resisting or saying absolutely no say...)

"Why don't you just jot your info down here and we can try to make a time to get together...if it works great, if not I'll at least send you a little goodie package." I rarely get a no to that. Try to get their work #!! It's sooo much easier to get a hold of them and they are in more of a schedule mode.

Follow up: "Hi Susie, this is Cindy- I met you yesterday at Target, do you have a quick minute? Great! I am looking at my schedule for January and it is filling up! I really wanted to fit you! So I thought I'd call you and see what's good for you. (if you know she works say is weekday nights or weekends better for you? etc...) I have Sat at 3 or Sunday at 4 which is better for you." It is so much easier on them if you give them 2 choices. If neither work try again. It is quick and less overwhelming than them looking at the whole month! "Great! Now I am looking to fill my portfolio, so if you have a friend that would like to join you that would be fine. It's sometimes more fun with a friend. I can do 4 or 5 at a time, so if you have more than one friend-that's fine. In fact I'll give you free product for having 3 or more of you for my portfolio!!!" (you would do this appointment the same as a skin care class but with a camera- little color- you tell them the skin care is the secret to looking good in the picture!)

## **Referral Booking Strategy**

Ask someone you know (PREFERABLY MEN) that knows a lot of people- especially professionals. Ask them if they know of any women that deserve a pamper session or that I could use for my portfolio. Tell them they don't have to be Cindy Crawford, they just have to have skin and want to take care of themselves. YOU GUYS- THIS IS AN INCREDIBLE WAY TO GET LEADS!!!!!!!!!!!!!! When you call them say.....

"Hello, my name is Cindy, and we have a mutual friend in Trent and he thought you would make a great model for my portfolio of makeovers. Do you have a quick minute? Great! I teach skin care and color with Mary Kay Inc. and I am putting together a portfolio of all different woman and when I asked Trent if he knew anyone he immediately thought of you. (she'll say ah shucks- me? etc..) Yes you! All we would do is clean your face with the skin care, take a before picture then do a makeover and take an after picture! It's a lot of fun, I'll have a gift for you for doing it and you can even have a friend join you if you'd feel more comfortable!" Usually they are real flattered and open to it because of the mutual friend. Then proceed to book her the same as above!

I do often close repeating the date of the appointment to her and then saying..."I will have product with me that day, so if there is anything that you like you can get it, but you don't have to if you don't want to-ok?" I want to make sure she feels comfortable, but I also want to be open and upfront that I do sell this!!

### **State Contest Booking Strategy**

"Hi \_\_\_\_\_ this is \_\_\_\_\_ calling, your MK consultant, do you have a quick minute? The reason that I am calling is because I am in a state contest this month with my business. I am trying to break a state record by holding more classes this month than has ever been done in the state of WI. The current record is 30. I wanted to call customers that I knew I could count on and I immediately thought of you! Because of this contest, I am able to double my hostess credit for the month. Just for trying our products with 3 friends that don't currently have a MK consultant, I am able to give you \_\_\_\_\_. Do you normally have more time during the week or on a weekend?"

### **20/20 Contest Booking Strategy**

"Hi \_\_\_\_\_ this is \_\_\_\_\_ with MK. Do you have a quick minute? Great! I just wanted to tell you I have just gotten involved with the most fantastic thing! I'm in a contest to hold 20 classes in the month of March. I'm so excited because this is going to be so much fun, & not very many people from my company have done this! The reason I called you is that my director stressed that I should call customers that I can count on and I wanted to let you know that when you get 3 people together, I can give you 50% off any of your purchases you make at that time. You can stock up on basic skin care, gift items, whatever you want! I have only 2 guidelines. One is that you hold this appt. on the date we schedule it, & the other is that you have \$150 in sales-we can count outside orders! What works best for you?"