

Blast into the Bookings you deserve with Attitude!

You have heard many times that if you are without “bookings” you are out of business. So how can we fix that dilemma? And we all find ourselves in that dilemma from time to time, right?

Normally for a Booking Training like this I would teach you several ways guaranteed to get you the bookings, and in fact did that in January, and most of you did latch onto the Portfolio Project Booking Script use it and were wonderfully successful with it, and continue to be successful with it when you use it. So please be assured that I am going to give you ladies who need the “how to” details of just what you are looking for. However

I would ask you to please be willing to listen for the next few minutes not just with your head, but with your heart, because I’m going to propose some new ways of thinking about “booking” to you, and all I ask is that you keep an open mind to what I’m about to say.

We have all heard over and over that 90% of real success in Mary Kay is in our attitude, and only 10% of success is in our skill. And I would like to show you in a practical way, how that applies to booking appointments with your MK business.

Please write your answers to the following questions:

1. Do you have all the appointments on your books all the time when you want them?
2. Do you have a way that you are comfortable with to create bookings when you want them?
3. Do you get at least 2 bookings from every party that you hold?
4. Do you have a Hostess Plan you love working with?
5. Do you get satisfaction when you do a makeover or have a party when you hear and see their reactions to their makeover?
6. Do you currently use ever single Skin Care Product, supplement, and colors from Mary Kay?
7. Do you have fun at most all of your appointments?
8. Do you sell at least \$200 but more likely \$400 at each and every party?
9. Do you follow up with each and every woman after a party or makeover with a Follow Up color consultation?
10. Do you pre profile each and every guest that is coming to a party?

If you answered “no” to any of those 10 questions, then I’m going to ask you to consider that the reason that you aren’t getting the appointments that you want and deserve is that you have a glitch in your attitude. And in Mary Kay since 90% of our success in this business depends on our attitude, then you will want to get this glitch fixed.

So let’s discover together where your attitude needs some adjusting. If you answered no to #1, Do you have all the appointments on your books all the time when you want them? Please consider the fact that you may want to work with a script that persistently gets you “yes’s”. Such as the proven Portfolio Script which goes like this. “I’m doing a Portfolio Project for Mary Kay that requires me to facial 100 women by Oct 31st, would you be willing to have a makeover and let me do a before and

after. I'm giving you a copy of the script, so don't worry, plus I'm giving you a "portfolio script" with the Sweepstakes. I've done at least 5 Portfolio's now, and rarely get no. The catch is that you have to say the script word for word, no exceptions. Or

Consider the fact that maybe you haven't set up standing appointments each week. What is a "standing appointment"? It is where you decide two weeks ahead of time, on one or two time slots each week that you will hold a party. Then you make out invitations for those time slots, one invitation for each week with the time slots on the invitation. Then you use the portfolio script and when they say yes, you say which would be better for you next week or the following week for your appointment? Then when she decides on the week, you hand her an invitation and say so which time slot would be better for you, this one or this one. Once she decides, give her the invitation and remind her of your need for 100 faces, and ask her to share this appointment with a friend or two. Carry your datebook with you, so you can have her write her name in that time slot and phone number. And what happens?

Here is my theory if you don't have all the appointments you want when you want them, then you probably aren't planning and deciding to. You can change that just by changing a decision?

If you answered no to question

#2 Do you have a way that you are comfortable with to create bookings when you want them? You will notice it goes along with question #1. The attitude glitch for this is once again being willing to use the scripts that get you Yes's. For example, When I first started MK..... (story) of no's because of not using script)

#3 Do you get at least 2 bookings from every party that you hold?

If you answered "no" to this question, then most likely you want an attitude adjustment about giving the 2nd appointment women are entitled to. Every woman is entitled to 2 appointments with us. Women want what they are entitled to. Say 6 times. When you close you ask so what would you like to take home with you tonight, then do the wish list, then ask her, how would you feel about getting that for free. If no, then remind her she is entitled to 2 appointments, so which would be better for her, next week or following? You could plug her into one of your standing appointment times. Then have her sign datebook and ask if she would like to have a friend join her.

If you answered no to this question #4 Do you have a Hostess Plan you love working with?

Then you are either new or you will want to talk to your director because we have wonderful hostess plans. We use 100 for free if you are not sold on your hostess plan, your clients will sense it, and not book

If you answered no to this question#5, do you get satisfaction when you do a makeover or have a party when you hear and see their reactions to their makeover?

Then you are once again either new or still a little nervous, because this is a great example of a place where you can change your attitude if you start seeing your business through different eyes. The truth is that most women who come to our parties or have makeovers are experiencing for the first time, an experience where you as a consultant actually cares about her skin and her needs. You actually take the time to get your eyes off the money and notice what a wonderful service you are providing with what we do. Oh my goodness, how exciting it is, to watch women walk into our parties, dragging in, sometimes even commenting on I'm only here cuz Susie invited me, I don't wear makeup, and blah blah. At first I was crushed when women did that until I started to notice that by the time I got to the Moisturizer they were laughing, talking, less stressed and having fun. So I decided right then and there I don't care how they come to my party, I know they aren't leaving that way. We give women a time out, we give women a beauty break and we give women some relaxed girlfriend time. Get your eyes off the sales and get them on the women, and you will find a whole new dimension to this business you never saw before.

I #6 Do you currently use ever single Skin Care Product, supplement, and colors from Mary Kay?

I put #6 on the list down where it is for a reason. By this time this morning, I have given you practical ways to change your attitude about bookings. However, I have to tell you, that out of all of the questions I have asked you respond to today, this one is probably the most influential on what your bookings, sales and sharing our opportunity results are. Here is the deal. If you are not using every single product that would benefit your face, then you are not getting the results we guarantee and since most of you are honest women, whether you realize it or not, if you aren't convinced about these amazing products you are going to be unable to promote bookings, sales, and sharing your opportunity. Now you say wait, wait...that can't be...oh yes it is! You see the truth is that when you use the Miracle Set, and every supplement that your skin needs, you get results you cannot deny. Until you know in your heart of hearts that Mary Kay is the best most amazing skin care products you can use, you will have a glitch in your attitude when it comes to bookings, sales, and sharing the opportunity. I dare you to go home and try every single product you need for your skin for 6 weeks and call me and tell me that you aren't completely amazed at what has happened to your skin. If you need to understand the ingredients, or if you need to know how it works, for heaven's sakes go to Intouch and look up Product Knowledge. Please do not gloss over what I'm saying here because I know that all of you aren't using all the products you could be using for your skin, I know because I can tell by looking at your skin. There is no excuse to not use the products you need. You feel like you don't want to take from your stock cuz you want to sell it? I have news for you, you won't be selling much of it them. Come on you are an honest women, do you really think other women can't tell by your lack of passion for the products, by your lack of excitement and intensity that you really don't believe totally in the products? If you don't get anything else from this class will you please get that your attitude will speak so loudly that others can't hear what you are saying. Attitude exudes off of you and me, it cannot be hidden. So if you need to get this fixed, if you want the bookings you deserve, get this fixed! Some of you have been in MK for a long time, and you keep coming up against a brick wall in this part of your business, all I'm asking you to consider is the truth that your attitude does affect your business more than your skill.

7. Do you have fun at most all of your appointments?

Ah the fun...you know what makes women want to book with you so much they can't stand it? It is when you smile, are enthusiastic and have fun at your appointments. Guess what, they are going to want to be around you, again, and again. Oh the friendships you can gain with your Mary Kay, just because you decide to change your attitude about your parties, and have fun. It is a decision. Am I telling you that all these attitude adjustments are made because you feel like it, no way, I'm telling you they are made because you make a decision to change your attitude. How long do you want to keep doing your business with results that aren't working for you? If you want different results, then you want to do something different. I'm offering you and opportunity to learn how to do something different with your attitude.

Oh I really hope you did not say 'no' to question #8, do you sell at least \$200 but more likely \$400 at each and every party?

YIKES! Did you know the average MK party is \$400? I'm going to surprise you a little I think, when I explain why this is an attitude problem. And of course the only way I know all this is because I've had stink'n attitude with every one of these situations until I saw what I was doing and changed it. I'm a very task oriented person, so I always felt like, just tell me what to do, I will do it, and voila it is fixed. However over these 28 years I've learned that is just a small part of success. The reason how much you sell or don't sell at a party is in your attitude, is that I started to notice a while back that doing the party was fun simple, and I noticed my sales weren't that great at my parties like they had been, and so I thought, hmmm what is the deal. So I began to pay attention. And I noticed that after I was done with the body of the party and was closing my party I had a inner let down feeling. I was tired, and I found myself thinking, wonder how fast I can get done and get out of here, and quite frankly I was a little surprised at myself because I love parties and everything about them. So I decided to change my attitude and not allow my energy level to drop, cuz I felt it do so, and remain focused and fun, and interested in them, and put all thinking towards how I could help them get what they needed, how I could book everyone for their 2nd appointment or a party, and as simple as that, my sales increased again, in fact my average is over \$600 in sales, I average 3-4 bookings instead of 2, and of course recruiting is easier all with a change of attitude. Some of you have a glazed look on your face and you don't know what I'm talking about, others of you get it exactly. Keep that energy up till you get to your car! Then of course what happens is you are so excited, that forget feeling tired!

#9 Do you follow up with each and every women after a party or makeover with a Follow Up color consultation?

This is an attitude of believing that each and every woman is important and deserves that second appointment with you. It is an intentional attitude you want to develop.

If you answered no to #10, Do you pre profile each and every guest that is coming to a party?

then I'm going to guess, that you are not only having a pickle of a problem with women not showing up at your parties, you are also, having way too many cancellations and postponements, and guess what? All that discomfort can be changed by our attitude. You see, if you are going to take the time, energy and skill to book a party, then why wouldn't you want to do your dead level best to make sure the lady has a successful one? This is our business, it is not our hostesses, they don't know how to have a successful party, guess what? You do. When my attitude changed to a determination that I was going to help this women have a successful party in spite of herself, and I was going to work for her because I want her to be a successful hostess everything changed. My parties started holding, women showed up and my hostesses got their full hostess credit and they were happy campers. All it takes is pre profiling the guests. Now years ago, none of pre-profiled, oh we heard about it, however, we didn't do it cuz we didn't need to. It is a different day and age ladies, and changing your attitude about pre profiling is necessary to your success. What is pre profiling? It starts at the party when you book one. There is a guest list in her hostess packet, it has lines for the guests names and phone numbers, then it says, call me 4 days before the party with the names and phone numbers of your guests so I can ask them a few questions about their skin. Of course you will want to tell her to tell the guests that you are calling to ask a few questions about their skin and is that OK with them. No they don't normally call you, you call them, and normally they don't have their list ready yet, however you tell them that is OK and ask if they can email the list to you the next day. Just so you know why you are pre profiling, there are 3 reasons why women won't come to a party, she doesn't know what it is you are going to do, she is afraid she is going to have to buy, and she is worried your going to make her look like a hooker. So when you pre-profile you put all these fears to rest, like this, hi Susie, you are invited to Cindy's party Monday night, do you have a few minutes to answer a few questions about your skin? I ask her the question about what kind of skin she has, and I ask her question #6 on the new profile card or question #5 on the old one. Then I say, just want to let you know we are going to do 3 things, going to let you try the skin care products right for your skin, going to do a Dash out the Door Look, and I'm going to mark a book for you of everything you've tried that way if you ever want to purchase the products it will be written in the book for you. What did I just do? Just took away every fear, so now we are going to have some women at our party.

I'm passing out the practical help for you. We have a very exciting reason and ability to book with the portfolio right now with this sweepstakes the company is doing, however, I want to be sure that you really understand how it works so that you can take advantage of it. Then you will notice I've given you two scripts that I promise and have been proven over and over to give you yes's. You'll notice there are 3 scripts on each page so you can cut them and put them in your car dash, by your phone, and on your bathroom mirror, so you can memorize them. I urge you to get a success booking attitude, and decide to become the success in this business that you deserve and want to be. We offer the best products, the best parties, and makeovers, we care about our clients, so I urge you to focus on them, and it will all come back to you. Decide to today to change your attitude to a successful, positive attitude and you will find the bookings, sales, and new team members you are looking for.