

POWER OR PERFECT START BOOKING SCRIPT

Step 1: Call during PRIME TIME.

If it is a voice mail:

Hi Sue, this is Shauna. Give me a call when you get a chance! Talk to you soon!

If she is a text / e-mail / FB girl:

Send her a message saying, "Hey, call me!" If she responds, "can you text?" reply with, "It's too long to text, but it'll only take a few minutes over the phone. When can we chat?"

If you are speaking to her:

Hi Liz, this is Shauna Abbotts. Did I catch you at a good time, do you have a minute? (If she says she is busy, say, "Ok, no problem, when is a better time to reach you?" Then jot down a reminder for yourself and call her at that time.)

Continue with: *Well, I'm just calling because I'm totally excited: I just started my own business with Mary Kay! (If she responds negatively, say, I know it sounds crazy, but I think it's going to be really fun.) I was just calling because the first phase of my training is to practice on 30 faces in 30 days. Just so you know, it's not really a selling appointment but more of a training appointment—I don't want you to feel like you have to come and buy stuff from me. But I do have to learn how to match foundation on somebody, so is there any way I could borrow your face?*

She will respond with Yes, Not Interested/No, or a Problem to Overcome:

Yes = move down to "Book on the Spot" below

Not Interested/No = I truly don't want to bug you or be pushy in any way, but just out of curiosity, may I ask why? If she mentions a problem below, try to help her though it using the scripts below, but be very sensitive to her. If she is still not interested, tell her to have a great day and move on!

Problem/Objection = use the scripts below

Most common Objections (Problems):

"I don't have any money / time / I probably wouldn't buy anything / I tried MK before and..."

Start by identifying with her and showing her that you value her concerns:

I totally understand. I have totally been there!

Then help her through her problem by saying:

If it's Money:

It's totally not a selling appointment—I just really need to complete my training. Leave your wallet at home.

If she is still hesitating:

Honestly, what I can get out of doing this training is a lot more important to me than anything you could buy from me—so truly, leave your wallet at home. This is all about practice for me. But if I miss this training by one face, I will have to re-do the whole thing, and I can't use the same people over again, and I will just die!!

If it's Time:

I totally know how you feel! I am actually already booking until the end of the month. Why don't we go ahead and schedule a tentative time for later this month, and then if we need to move it, that's OK. My schedule just gets really full, and I'd rather have a time slot reserved for you that would work for you, than get down the road and be all booked up in the time slots you need. And then if we get there and your life is still crazy, we can just move it. No big deal.

If it's a problem with the Mary Kay product line:

What did it look like?

How long has it been since you tried it?

You know, we've completely re-vamped almost every product we make in the last few years. I know a lot of people who couldn't use MK before and they LOVE it now. As a matter of fact, my director drives a Pink Cadillac and she couldn't even use it back then! But it truly is a completely different line now and I would love to get your opinion on the changes. Don't worry about buying anything—I would just love to get your thoughts for my training.

Book on the Spot:

Tell me about your schedule. What do you have going on that we need to work around? Do you need daytimes, evenings, or weekends? Determine her schedule, then offer her a few choices that fit into both her and your available times. I have Wednesday night at ___ or Saturday morning at ____, which would be better for you?

After the date has been set, get or give directions right then! Put them on a strong sticky note in your planner immediately!

Be sure to maximize your time:

You know, Susie, since I have to do 30 training faces, if you want to bring a friend or two, I'd love you forever and I'd totally give you something free just for helping me out! Just let me know ahead of time so I can be professionally prepared.