

BOOKING DIALOGUES

Booking a Model for your Weekly Success Meeting

"Hi _____, this is _____ calling, do you have a minute? Great! The reason why I'm calling is because I'm a brand new consultant with Mary Kay Cosmetics and I'm responsible for having two models at our Monday night Success Meeting to try one of our four new Looks. Are you familiar with Mary Kay? (find out if she has a consultant) We don't use mannequins and I think you would be a great face model. Just for helping me out, I'd be able to give you a free _____ so is there any reason why you can't join me on Monday? If she says no, then I say, no problem I have _____ and _____ events coming up where I'll need models. Tell me, what would work better for you, next week _____ or next week _____?"

Power Start Dialogue

Hi _____, this is _____, I'm really excited about something, do you have a quick minute? Great! I've just started my own business teaching skin care and make-up artistry with Mary Kay Cosmetics. As part of my training I'm going to be pampering 30 ladies to a facial in 30 days. I could really use your help. What I would love to do is pamper you and a couple of your friends and family to a facial and makeover, and as my thanks, you'll receive a special gift. Isn't it fun to receive gifts! Grab your calendar; let's set a date. Which would be better for you, beginning of the week, or end of the week?

Perfect Start Dialogue

Hi _____, this is _____. Guess what? (let her answer) I just started a new business! (let her talk) I'm a new consultant with Mary Kay Cosmetics. _____, I am calling to see if you'll let me borrow your face so that I can practice! (Wait for her reply). Great! I knew I could count on you!

As part of my training, I need to do 15 practice facials in the next two weeks. Who else can you think of who likes to try the latest and would enjoy a fun makeover and giving her opinion? (WAIT FOR AN ANSWER) Great. If you can get 3-6 women together for a facial and some pampering, it would really help me with my training and I'll give you lots of free product — in fact _____ worth!

Let me tell you the dates that I have available so you can pick what's best for you. I have _____ (date) at _____ (time) or _____ at _____.

One last thing _____, these are my training classes and I have to hold them during a certain period of time to get credit, so I want you to know, I'll be there no matter what. I know I can count on you too, because I know how dependable you are. Thanks again for helping me out. We'll have a great time! (Send her a Hostess Packet and let her know about returning the guest list within 24-48 hours!)

Getting a Tentative Date

She may say: "Sure, I will book with you, just let me check with my friends and I will get back to you." Your response: "I understand but let's go ahead and get a tentative date down. That way, if you go to them with a date, they can tell you if they'd like to come AND tell you if that date works for them. If the date does not work then just call me back within 2 days and we can change it."

Correct Booking Approach at a skin care class

_____, is there any reason why when we get together for your follow-up facial, you wouldn't want to share it with a few friends. You'd be helping _____ get her extra free gift and you could earn up to \$60 in Free Product! Can I show you what I offer my hostesses?"

Or

At every skin care class I always select several ladies that I would most like to have as my future hostesses, and today I've selected you because (compliment her: you are so outgoing, you look great in the product, you are so much fun). Tell me when we get together for your follow-up, is there any reason why you couldn't share it with friends, I think you'd be a terrific hostess.

If she is not willing to book a party, book her follow up facial for the meeting

We could just go ahead and book your follow up appointment on a (day of meeting) at the (where your meetings are held). I'm responsible for having two models to try one of our four new Looks. We don't use mannequins and I think you would be a great face model. Just for helping me out, I'd be able to give you a free _____ so is there any reason why you can't join me on Monday? If she says no, then I say, no problem I have _____ and _____ events coming up where I'll need models. Tell me, what would work better for you, next week _____ or next week _____?"

Booking a 15-minute appointment

This is a great alternative if someone says they are too busy to have a facial or class "I would love to stop by for just 15 minutes to show you _____ (whatever item you have called her about, skin care, or lipstick, or fragrance, or

whatever is new). You'll be able to try the product on the back of your hand. Would it be better for me to stop over _____ or _____" (offer 2 choices: after work, on your lunch hour, before work, in the evening, Saturday morning)

Booking an E-class (or book party)

This is a great alternative for someone who lives out of town, or doesn't want to schedule a skin care class or beauty boutique show. "How would you like to earn some free products with out having a class? Great. All you have to do is take orders from family and friends during the next week, and then you'll earn \$10 of free product for every \$100 you sell. Would you prefer to send an email, and people order from the web page, or would you like to have samples and catalogs to take to work"

Before & After Portfolio - \$10/person

From NSD, Jamie Cruz with editing by Sheryl Peterson

Hi _____, this is _____, do you have a minute? Great! You know I have something really wonderful to share with you. I am so excited! I just made a decision in my MK business to move into a leadership position in our company. When I was thinking of women that I could call ... women that I could count on, I thought of you, _____. I have been challenged by my director to put together a portfolio of 30 positive, wonderful, fun women. I'm looking for moms, nurses, teachers, women in sales, the health care field...etc (mention the field/profession that she's in) and I have a deadline to meet by _____ (June 30th or whatever date is appropriate). I would be so honored if you would allow me to introduce you to this product and feature you in my portfolio.

Is there any reason why we couldn't get together? You know, we just got the new (spring/summer/fall) colors in and I have the perfect look for you. You know, I happen to have some space available this week. What does _____ or _____ look like?

Book her and then say, I know that I mentioned earlier that I need to feature 30 women in my portfolio by _____. Do you know any women that you work with or women that you like that you think would enjoy this? It would mean so much to me if you could invite 3-5 women. I think it would be more fun for you too. For every guest that you invite that doesn't currently have a MK consultant and who's over the age of 21 years old, I am going to give you \$10 in free product. If you have 3 women -- it's \$30 for free. If you have 5 women, it's \$50 for free. And there's no limit!! How does that sound?

Booking an Interview

I have decided to move up into leadership in my Mary Kay business, and I'm very excited about it. One step in moving up is to select 5 women who love the product (or compliment 'who are outgoing' or 'who are sharp') and share the information about the career opportunity with them. I immediately thought of you! You may or may not be interested in Mary Kay, and that's OK. I would love to sit and share the facts of our Company with you and gain your opinion. Is there any reason why you couldn't help me out? Which would you prefer to do, this week _____ or _____?

Warm Chatter/Thank You Gift

You've been (such a good friend, so helpful at work, terrific helping me pick out this dress, such a support) as my thank you I have a gift for you! I am an Independent Beauty Consultant with Mary Kay Cosmetics and I would love you give you a complimentary facial and a \$5.00 gift certificate to spend at your facial. Jot your name and number down so we can arrange a time for you to spend your gift certificate. (Have your business cards and a pen ready)

When you call back say...

Hi _____, this is _____, with Mary Kay Cosmetics. We met the other day at _____. Thanks again for your great service. I'm calling to arrange your pampering session so you can spend your gift certificate. Grab your calendar let's set a date .

Warm Chattering Dialogue

from Heather Julson

Excuse me ... this may sound kind of crazy, but I am working on a company project. I teach skin care and color cosmetics with MK Cosmetics and I am putting together a before and after portfolio with our new color line and I couldn't help but notice how sharp (professional, etc) you are. Can I take your name and number and call you with more information? I'd love to feature you.

(Give your business card to her and have her jot her name, address and phone number down on the information card.)

When you call them back, use this dialogue:

Hi _____. This is _____ calling with MK Cosmetics. I met you yesterday at _____. Do you have a quick minute? I just wanted to give you more information on the project that I'm working on. As I mentioned, I'm doing a before and after portfolio with the new color line. I come right to you, do a before photo, introduce you to the products, do an after photo and then I have a free gift for you for your time and help. It takes about 30-40

minutes. I'm scheduling my appointments for tomorrow and _____. (the next day after tomorrow). Do you have more time during the day or evening?

(Heather finds that when you book for tomorrow and the following day, almost all the appointments hold. If they can't book within the next 2 days, she says she'll call them back on Sunday night to look at their schedule for next week)

Book her. Go do the facial and then focus on scheduling a follow-up appointment with her and her friends. It's simple and fun.