

OVERCOMING BOOKING OBJECTIONS

I'm too busy...

"I understand _____, you know, I'm a really busy person too, so I can appreciate that! It may take us an hour or so to find your special needs & preferences, but after that I can save you an enormous amount of time. You'll never need to go to the mall or stop at the grocery store again for your cosmetics! I can save you money too! Which would be better for you, _____ or _____?"

Let me check with my friends first...

"I can appreciate that, however, why don't we go ahead & schedule it on my calendar & then let your friends know... if we have to change it we can later [this the the tentative booking approach]. Those that can't come can schedule a different time. Which is better for you, at the beginning of the week or the end?"

I'm not a big party person...

"That's good because I'm not either. I hold private appointments in my house or yours. When would be a good time for you ... this week or next? .. Etc. Then casually invite her to share her time with a friend or two."

I don't know anyone...

"I can appreciate that ... I didn't know many people before I started my business. Why not just invite a neighbor on both side we'll ask them to each bring a friend... what a great way to get to know each other. Now, which is better for you, _____ or _____?"

I don't have any money...

"I understand _____, you are aware that our products are a third to half less than anything at the department stores [just a few \$\$ more than Walmart] and you never even have to pay full price for your products! We have discounts & lots of ways to get it free. Plus, there is no obligation to purchase. I'd just appreciate your honest opinion. Which is better for you _____ or _____?"

I use XYZ brand...

"Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn't like us at least as well, if not better than _____. I would love to get your opinions, is there any reason you couldn't compare your favorite products with us? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, _____ or _____?"

Last time I tried Mary Kay I broke out...

"I'm sorry you had that experience, may I ask how long it has been? [Explain the product changes]. _____, may I ask you what you vmean by "Broke Out"? Was it blemishes? [Wrong formula] or little red itchy bumps? [A sensitivity to possibly one of the products doesn't mean she can't use the whole line]. Is there any reason we couldn't work together to find the perfect system for you? Which works better for you _____ or _____?"

IF SHE STILL SAYS NO...

"Tell you what, here's my number, if you ever change your mind will you give me a call? I'd love to be the one to show you our products!"
OR "Here's my card, if you know of anyone who would like to try our products, would you pass it on?" ALWAYS LEAVE WITH A YES!



CONTACT LIST

WHO DO YOU KNOW WITH SKIN? WHO WOULD YOU INVITE TO YOUR WEDDING?

NAME	EMAIL or ADDRESS	PHONE
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100 "NO" Challenge

Getting a "No" is no problem! If you want to see your business explode with growth, take this exercise seriously. Here is a hint that will make this easier. Triple up. Ask someone to...

// Become a consultant with Mary Kay. If they say NO, cross out a NO and ask them to...

// Become a hostess. If they say NO, cross out a second NO and ask them to...

// Give a customer referral. If they say NO again, you already have 3 NO's!

HOW FAST CAN YOU REACH 100 NO'S?

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	
20	21	22	23	24	25	26	27	28	29
30	31	32	33	34	35	36	37	38	
39	40	41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56	57	
58	59	60	61	62	63	64	65	66	67
68	69	70	71	72	73	74	75	76	
77	78	79	80	81	82	83	84	85	86
87	88	89	90	91	92	93	94	95	
96	97	98	99	100					

Don't take this exercise lightly ... it works! Get those NO's now, while it's still easy! Don't wait until it's difficult for people to tell you NO! That time will come!

THE ONLY BOOKING SCRIPT YOU'LL EVER NEED!

"Hi _____. This is _____ calling! Do you have a quick second?"

"Great! I'm so excited about a decision I've made. I've decided to ..."

1. Build my own business with Mary Kay Cosmetics.
2. Raise money for The Mary Kay Foundation, which supports research for cancers that affect women, as well as domestic violence.
3. Promote myself!
4. Build my business this week/month.
5. Take on my Director's challenge to _____.

What I need to do is ...

1. Get the opinions of _____ women of my presentation & products over the next _____ weeks.
2. Hold _____ classes this month so I can reach my goal of ... \$_____ in donations/sales.
3. Share information about the Mary Kay opportunity with 5 of the sharpest women I know this week/month.

Is there any reason you couldn't ...

1. Let me borrow your face & get your opinion? I'll have a great gift for you!
2. Allow me to pamper you & some friends with a hand treatment, a skin care analysis and a color consultation? I'll have a great gift for you, plus you can earn free products.
3. Get together with me later in the week over a coffee & let me share the information with you? I'll have a great gift for you for listening. It may be for you or it might not, but you have nothing to lose to listen.

When she says "yes," then immediately give her two choices for appointments ... "I have Tuesday night or Saturday morning available. Which works best for you?"

Once you have scheduled a specific time, then add ... "Janie, I also need the opinion of women I don't know. Is there any reason you couldn't include 2 or 3 women I don't know? In fact, there is a way for you to get FREE product for doing this!"

"Great! I will call you tomorrow and get the names & numbers/emails of your guests. I need to call them in person so that I can be best prepared for your appointment by already knowing their skin type & skin care needs."

Before you know it you'll know this booking dialogue without even having to look at it! Plus, the best thing about this customizable script is that you can use the same outline for anything. Whether you're calling referrals, names from a lead box, booking for 100 facials, or special seasonal event you can tweak the different sections to work for your business!

SO GET CALLING! YOUR NAMES AREN'T GOING TO BOOK THEMSELVES!