

Booking Dialogues: by Lisa Anne Harmon, updated by SSD Melissa Mays & Tips from SSD Chatney Gelfius

Tips: You have to sound excited! What's in it for you/them. You can say it right and if you're boring, you won't get the booking. Never ask a question that you'll get a yes or a no answer...the way you get the booking is to assume that everybody wants to book. Assume no one will tell you no. Free food helps too. Talk fast so they don't butt in. Book everyone! SSD Chatney Gelfius says people book because:

1. To help you win a contest because they like you
2. For a free product
3. Because it sounds like fun
4. Want to see or learn something new

Perfect Start/Powerstart:

Hi _____, this is _____. I'm really excited about something. Do you have a quick minute? Great!

(New Consultants: I've just started my own business with Mary Kay and as a part of my training I'm going to be practicing facials & makeovers with 30 ladies in 30 days. What I would love to do is pamper you with a facial and makeover, and as my thanks, you'll receive a special gift for helping me with my training.)

(Seasoned: We just launched all this new _____. It's so amazing and you're gonna love it and the reason I'm calling you is because I am in a contest and I have to let 15/30 people try this new product and get your opinion.)

...and I could really use your help. Grab your calendar and let's see what's best for you and I'll let you know what I have available.

What's better for you, during the week or on the weekend? During the day or in the evening? I have ____ or ____ available. What's best for you? Great! I appreciate you so much and look forward to seeing you on ____ at ____! (After you have scheduled a time say...)

Turning a facial into a Class:

You know ____, I have a great idea! We have a plan where you can receive some products for FREE as a gift. Could you get excited about earning some FREE products? (wait for her response to say yes) Great! It's just as easy for me to give three or four facials at one time, as it is to give one. In fact, that would help me achieve my 30 faces goal for the month even quicker!

Who do you know that would be a lot of fun? Why don't you invite them over. I'll have some goodies for them to try too. Now ____, just so you know I am coming even if it is just me and you. I'm excited to see you on ____ at ____!

Booking Blitz

Hey ____, this is _____. Do you have a quick minute? Great. Listen, I'm so excited because I'm here with my Mary Kay Unit and we are having a booking blitz and I need your help! The person who books the most facials in the next 2 weeks will win a prize tonight and I will soooo make it worth your while if you can help me. (pause and wait for her response...most of the time they will say "okay?" then you can continue...)

When would be the best time for me to stop by and let you try our new ____? During the week or weekend. Day or night? (After you have scheduled a time use Turning a facial into a class script above. If she's not sure of schedule, use tentative date book approach below and let her know that will still count toward you winning the blitz.)

Tentative Date Booking Approach:

(When someone is not sure they could book because they don't know their calendar or if their friends could come, say...)

Why don't we do this. We can set a tentative date tonight, then tomorrow, I will call you after you've had a chance to check your schedule and confirm your date and if you need to change it at that time, that's fine. (at a Class..) The Hostess is working to earn ____ and if we pencil it in tonight, she will get credit for your booking. What's normally better for you, during the week or on the weekend? During the day or in the evening? I have ____ or ____ available. What's best for you? Great! What's the best time to reach you tomorrow? Great. I appreciate you so much and will talk to you tomorrow at ____!

Mary Kay's Correct Booking Approach to use at classes:

At every skin care class I always select several ladies that I would most like to have as my future hostesses, and today/night I've selected you because (sincere compliment; you are so much fun, you really loved the products...) Tell me, when we get together for your follow-up (Personal Makeover Session), is there any reason why you couldn't share it with friends?

I think you'd be a terrific Hostess. Grab your calendar and let's see what's best for you and I'll let you know what I have available. What's better for you, during the week or on the weekend? During the day or in the evening? I have ____ or ____ available. What's best for you? Great! I appreciate you so much and look forward to seeing you on ____ at ____!

Following up on Profile Card Referrals:

Hi there is this ____? ____ this is ____, how are you? Do you have a quick minute? I was calling because your friend ____ gave me your name.

She was recently (a model for me, at a class I conducted) and I am looking for some new people in your area and when I asked ____ who were her favorite people, she told me about you! Have you ever been a model for MK or tried MK products?

Great. Well, because she selected you, you will receive a complementary facial and makeover and \$10 in FREE products. There's no obligation to make a purchase. You get to try our products and give your opinion. How does that sound? Great!

First, I'll need your address so I can send you our Look book and your gift certificate.

Now, would you prefer to come to me or would you like me to come see you? Grab your calendar and let's see what's best for you and I'll let you know what I have available.

What's better for you, during the week or on the weekend? During the day or in the evening?

I have ____ or ____ available. What's best for you?

Great! I appreciate you so much and look forward to seeing you on ____ at ____!

Preferred Customer Program Follow-up:

Hi there is this _____? Hey _____ this is _____. Did I catch you at a good time, do you have a quick minute? Great! I was calling for 2 things.

First, I know you just got your New Look Book in the mail the other day and I wanted to tell you about our amazing new _____. Have you looked at it yet? Great. Everyone who has tried it bought it on the spot.

(give testimonial on new product)

The second thing is that I'm in a special contest right now to let ___ people try the new _____ by the end of January and I sure could use your help to earn a prize from my Director. You could also be in a drawing for a FREE Spa Day or \$50 in FREE Mary Kay!

So when would be a good time for me to swing by to let you try it? During the week or on the weekend?

During the day or in the evening? _____ or _____?

Great! I'll see you on _____ at _____. By the way, check out the NEW feature Hostess Gift in the back of your Look book. You can earn that FREE just by having some friends over to try the _____ with you. Who comes to mind that would love to try the new products with you? If you want, I can call them and let them know about your appointment. You can also get that cool new _____ with a qualified order of \$40 or more. It's the coolest! You'll love it! Okay _____, I'll see you on _____ at _____. I'm so excited to see you and can't wait for you to try these new products. See you then!

Warm Chatter/Thank You Gift:

(Mary Kay's 3 foot rule; pay everyone that comes within 3 feet of you a sincere compliment...then say)

You know, I'm just not going to forgive myself unless I give you my card. You (have been so sweet, are so SHARP...). I also have a gift for you! (sample)

Do you like to try new products and get FREE goodies in the mail? Great! Fill this out (facial request card) and I'll put you on my mailing list and you'll start receiving FREE samples and you can give me your opinion of them. You know, I'd also LOVE to use you as a model in my (Spring, Summer, Winter) portfolio.

I'll call you sometime soon when I get an opening in my schedule and we maybe can get together. It was so great meeting you! (When you call back....follow script below...)

Before & After Portfolio:

Hi _____, this is _____. I'm really excited about something. Do you have a quick minute? Great! I am building a professional portfolio of "Before & After" makeovers and I would love to feature you in my book.

You have such (sincere compliment; beautiful eyes, a great smile, gorgeous hair...).

Grab your calendar and let's see what's best for you and I'll let you know what I have available.

What's better for you, during the week or on the weekend? During the day or in the evening? I have _____ or _____ available. What's best for you? Great!

I appreciate you so much and look forward to seeing you on _____ at _____!

Booking and 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.

"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 ear \$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?"

Booth Follow-Up:

Hi _____, this is _____ with Mary Kay Cosmetics. You signed up to win a prize at the (pause for her response)...

well, guess what? We drew your name for one of the 2nd prizes of a \$10 GIFT CERTIFICATE + FREE FACIAL & MAKEOVER! Isn't that great?!!

Now I just need to confirm your address so I can send you your book, free sample, and Gift Certificate. Now, let's go ahead and schedule your Facial/Makeover so you can spend your Gift Certificate.

What's better for you, during the week or on the weekend? During the day or in the evening?

(Book appt. even if it has to be tentative and you can check back to confirm within 24 hours.)

By the way _____, how would you like to double your gift to \$20 FREE products + a surprise FREE GIFT? If you have 2 or more friends at your Facial, I will double your gift certificate!!! Isn't that great?!!

(If she doesn't want you to come to her home, invite her to your success meeting. You can require a \$20 order to use the \$10 gift or a \$40 order to use the \$20 gift.)

Inviting a Guest to the meeting:

Hi this is. Do you have a minute? Great! I am very excited about an event that is coming up this Monday.

My Director has asked me to bring a Model for our Skin Care Class and we're looking for someone who (has beautiful eyes, red hair, etc.) and I immediately thought of you!

You would have the opportunity to have a facial and makeover, then give your opinion of what you liked. I would be so honored if you would model for me; you would have a ball.

As my thanks you would receive a special gift. Tell me, is there any reason why you couldn't be a model for me this Monday; I think you'd be terrific!

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 share the facts of our Company with you and get your opinion.

Is there any reason why you couldn't help me out?

Which would you prefer to do, be a model Monday evening and receive a makeover, then hear about the company....meet for coffee and sit one on one for about 30 minutes...or attend the next event?

(Offer two of the three choices)