

New Consultant Booking Script 2009

Hi \_\_\_\_\_. This is \_\_\_\_\_. Do you have a quick minute? I wanted to call and tell you that I started my own business...isn't that exciting! (She says, "Yes, what are you doing?")....Actually, I am a new beauty consultant with Mary Kay. Are you by chance one of our customers?

.... She says yes. You reply: "Great, I thought you might be—you always look so good."  
"What is your favorite product?" "Who do you get your products from?" "I am so glad you are one of our customers. I am making a few calls tonight to set up makeovers with women who have perhaps never tried Mary Kay. Who can you think of that might enjoy a free facial?"  
She says yes—you thank her for the referral. She says no—you thank her for her time.  
Close the call with, "It was nice visiting with you."

She is not a current customer: (yea)  
\_\_\_\_\_, the reason I am calling is that I am in a contest this month. Since this is my first month in Mary Kay, I have been challenged to do \_\_\_\_\_makeovers. Because of the contest, I am offering \$10 in free Mary Kay to anyone who has a free facial with me. I thought of you because (sincere compliment) \_\_\_\_\_,and I think it would really be fun to spend some time together. Also, I want you to know that if you are considering doing the facial, you would absolutely not be obligated to buy anything, we just want your opinion. It would involve about a 45 minute time commitment, and we can schedule it at your convenience.

Does that sound like something you would consider?

She says "Sure!" You give her a choice of 2 time slots and book her. Once the time is set, "Thank you so much \_\_\_\_\_for being one of my first makeovers. I'm really looking forward to spending some time with you, and I can't wait to show you our new mineral products! By the way, it's just as easy for me to do 2 people as it is to do one, so if you want to invite a friend or relative to join us, I'll bring an extra mirror and tray. If not, that's fine too. I'll see you on \_\_\_\_\_(day) at \_\_\_\_\_(time). Then you immediately drop her a note or postcard saying... looking forward to our facial/ date/time/ can't wait to see you..thank you for helping me out in my contest.

She says..."It sounds great but..." And gives you an objection (I'm really busy and I don't know where I could find the time" or "I'll have to check my schedule and get back to you..." Learn what to say back to those common objections. I will overcome the first objection and try to schedule her. If she gives me a second objection, I will normally let it go by saying..."\_\_\_\_\_, I hope that you will consider it a compliment that I asked you. If anything changes and it looks like it might work out, give me a call back. If I don't hear from you, I'll just know that it's not going to work out."

Always let them off the hook gracefully.

Be excited. Be ready to set those appointments by having your datebook marked with the timeslots you want to fill. Expect them to say yes, and they will. Pray...work hard & dream big. Everything in our business starts with booking. Be bold and courageous and don't be afraid to offer them the opportunity to try our products. You know they are going to look so much better if they do! They will be thanking you when it's over, and you will be thanking them. That is what I call a "win/win"!

Stephanie Audino