

**Phone Booking**

**3 Parts to a booking script:**

1. What’s in it for you? Why you are calling
2. What’s in it for them?
3. Deadline

Right before you get on the phone to book, yell out loud:

**“I’M A MASTER BOOKER! EVERYONE I KNOW WANTS TO BOOK WITH ME!”**

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Then do 10 jumping jacks; get excited! Like you have the best gossip ever...

*“Hi \_\_\_\_\_, Guess what!?! Guess what!?! Guess what!?!...I’m so excited!...Guess what!?!” (What?)*

*“I’m so excited, I decided to start my own business and now I teach skin care and mineral makeup with Mary Kay and I have a HUGE goal! My director has challenged me to do 30 facials and mini makeovers in 30 days and I would love to borrow your face. I’m available Mondays at 6:30 at my beautiful new makeover center, \_\_\_\_\_, \_\_\_\_\_. Which one works best for you?”*

Tell them why you are doing this: YOUR WHY and know it will make ALL the difference!

*“I am so committed to this business and I’ll tell you why. I have a dream in my heart! And the dream in my heart is to*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*(ie. pay off my debt; to home with my children; own a home). And it is through Mary Kay that I can make this dream come true.”*

*“I appreciate you so much.”*

*“To appreciate you for your time, I am offering \$5 of free product or up to \$100 (or the \$75 or shopping for \$35) of FREE SHOPPING if you want to invite a few girlfriends to help me reach my 30 faces. Who do you know \_\_\_\_\_ that would love a free makeover and is really fun and likes to take care of herself? (LET HER GIVE YOU A LIST of PEOPLE...help her think of areas of her life she can pull from)*

Overcoming objections-Busy (tentative booking approach)

SHE SAYS: I have to look at my calendar and get back to you.) Say, *“Ok, so when you look at your calendar, let me tell you the 3 dates I have and then you can tell me which one is the best for you. So the dates you want me to give you, do you want a weekday or weekend? Great. Morning, afternoon or evening? Ok, so at (6pm on a Saturday) my next 3 dates that I’m available are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. I’m going to call you tomorrow, so when you look at your calendar you can tell me which one works best for you.”*

YOUR GOAL is to get a tentative guest list and tentative date – then make a time 2 days later to get a GUEST LIST and DATE-

## -9 Chunks of a Skincare Class from Start to Finish

1. Preparation —Hostess Coaching AND Preprofiling (3 days before-see your scripts)
2. Table Set up – Are my mirrors packed in the zipper packs with cotton balls, applicators, ect. And ARE THEY CLEAN? (Dash out the door color that goes on the table-beauty books-Satin Hands out by the kitchen)-booking basket-(wrapped up samples for them to choose when they book their appt. with you)  
**4 little prizes** (samples wrapped up, eye shadows, products you want to MOVE)-tax write offs!
3. Opening-I-Story, **hostess acknowledgement (gift)** On time drawing (prize) –
4. Teaching (BODY)-Flip Chart and beauty books, tickets for skincare game, eye shadow to pass around and talk about every time I say Color or 2<sup>nd</sup> apt...ect – **prize**
5. MRS. F CAB. Purse game – tickets, little notebook with cards-
6. Dash out the Door Color (talk about color adventure 7 times-game-pass around eye shadow)-
7. Table Close-Opinion Poll and Set sheet placemat (**REFRRAL GAME-PMS BAG for the one with the most**)-mktinarolfs.com
8. Individual Close-with Opinion Poll (teambuilding packets, hostess packets, sales slips, product roll up bags)
9. Follow up-2 days, 2 weeks, 2months

### PREPARATION: HOSTESS COACHING:

**BE SUPER EXCITED ABOUT what she is going to get!\*\*\*FREE PRODUCTS?** Make sure you have the hostess program in place that YOU WOULD BE EXCITED ABOUT! I use the SHOT at \$100 because she gets to CHOOSE what she wants to work towards....

\$25 – 6 people

\$25 - \$300 in sales

\$25 – 2 bookings from party

\$25 – has on original date

Now you can be a great coach to HELP her to get each part!

“MY JOB DEBBIE is to help you get what you want...and I want you to ROCK! My parties are super fun, fast and my hostesses get lots of FREE STUFF! OK Debbie, tell me who you are thinking about inviting – FUN women...no mean women! I want to help you get those 6 women there (FIRST PIECE OF THE HOSTESS PLAN)

(\$300 in sales) And women that have disposable income and can spend some \$\$ on themselves! Also I have included an OUTSIDE ORDER Form and some Look Books so you can take that to work and show it to the women who might not be able to come. You will get credit for those quick and easy orders as well!

(2 bookings at the class)

\*\*So who do you think would like to have a party or maybe even be needing some extra income for this season?

(6 people there)

“So part of my job is to get your guests excited b/c I want you to ROCK and get your FULL HOSTESS CREDIT Debbie! I also need to check to see if they have any allergies, so if you can get my your guest list within 48 hours...so Monday –at this time ok? I want to give you one of your favorite products at ½ off! So I will pull over to the side of the road if I have to – to call you at this time, so will you be sure to answer? Great!”

(held on original date)

Now Debbie, I am booking up for this next month and I am really excited about getting my Power Start completed and maybe even breaking the record for the most faces in a month! So if you have a 911 and have to reschedule, please, please call me way ahead of time! I so appreciate you!

## **What’s in it for them? YOUR HOSTESS PLAN and PACKETS**

### **HOSTESS PACKETS:**

- ✓ Your hostess plan
- ✓ Outside Order Sheet (included in your packet)
- ✓ 5-10 sales slips
- ✓ 2-3 Look Books
- ✓ A hand written thank you note
  
- ✓ Make it Super Easy for her – cookies, coffee, a table I WILL DO THE REST! (no alcohol)
- ✓ Rain or Shine \_\_\_\_\_ I am going to be there for you to have so much fun and get you as much FREE Stuff as I can get you! You want it we are going to find a way to get it for you! Can I count on you to be there for me so I can finish up my 30 faces? Whohoo...I bet you will be my QUEEN this month!

### **OTHER IDEAS and TIPS:**

QUEEN HOSTESS OF THE MONTH: (The highest # of bookings or sales for your month) Maybe your HIGH HOSTESS can choose ANYTHING out of your store for ½ off!

\*\*Call Hostess 1 day before to CONFIRM directions and to get her excited again (Do not say “we are still holding your party right?”

### **HOSTESS CHECK LIST:**

HOSTESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

CONFIRM BOOKING/GET GUEST LIST (date scheduled to do this) \_\_\_\_\_ (w/in 48 hours of booking)

Does she get a product at ½ off (Did she get her guest list to me in 48 hours)? (what does she want?)

BOOKING DATE \_\_\_\_\_ TIME \_\_\_\_\_ PLACE \_\_\_\_\_

HOSTESS PACKET and OUTSIDE ORDER FORM SENT/or GIVEN TO HER \_\_\_\_\_

HOSTESS PLAN I am using:

ITEMS SHE IS INTERESTED IN (or from her wish list)

DATE OF PREPROFILING \_\_\_\_\_

**PRE –PROFILING each GUEST before the party: 2-3 days before:**

PRE-PROFILING SCRIPT: "Hi Mary, this is Tina and I am a friend of (your hostess name) – I understand I get to pamper you at her party on (DATE of party), do you have a quick min?"

1. I just wanted to ask you a little bit about your skin because I am going to have products designed specifically for you: DRY, NORMAL, OILY or COMBO? (Tell her the miracle set will give her some balance to her skin)
2. If you could change anything about your skin what would it be? (I will look that up and have a product that will address that when I meet with you ok? Great!
3. Tell her about your ON TIME DRAWING and the Satin Hands so her wants to get there RIGHT at (time of party)
4. Tell her you have a special GOODIE BAG for her!
5. Tell her this is by RESERVATION ONLY "Now \_\_\_\_\_ I don't know if (hostess) told you that this is by reservation only but you are obviously one of her very special friends. (Hostess) will be getting free product based on her guest attendance as well, so if you need to cxl for an emergency you will need to let (hostess) know so she can make her goal of having her 6 women at her special party!
6. I so look forward to partying with you, I am SO excited to have you try the (whatever product you are SUPER excited about!)

NOTES:

### **Warm Chatting – Invitations.**

Invitation to weekly meeting or weekly party at house, w/bag attached. In bag is business card, lip gloss sample, chocolate. On outside is information card.

*"You know what, you were so helpful today. What's your name? (Shake their hand) Hi my name is \_\_\_\_\_. It's so nice to meet you \_\_\_\_\_ I would love to give you an invitation. I am a beauty consultant with Mary Kay Cosmetics and I have a huge goal. I need to practice; I'm looking for 30 women that will help me reach my goal. You will get a free facial and a makeover and an opportunity to help me and some pampering time for yourself. This is an invitation for my weekly meeting (tell her where and when). Are you available?"*

*If she says she can't make it then say, "That's ok, I would LOVE, LOVE, LOVE your help, so I can come to you. There's a little contact card here, you have all of mine, would you mind filling this out for me, and I'm going to call you and it's by RSVP only so if this (date) doesn't work for you, we'll figure it out for another time but I'll call you and, do you know anyone else who would help me, maybe your mom, sister, cousin, or coworker?" Great. So when I call you let me know how many seats to reserve. It's going to be so much fun. Thanks for helping me. Great! I'll be calling you."*

*Offer it to a woman and if she doesn't want to give you her contact information, then simply take it back and say, "Oh I'm so sorry, no, no, no, I'll ask somebody who wants a makeover. Seriously don't worry about it. If you know of somebody that would like to get pampered and a makeover, that would be great too."*