

AVOIDING POSTPONEMENTS.....

An ounce of prevention is worth a pound of cure! Deal with postponements in **ADVANCE** ---- Don't wait for them to happen!

1. LEARN TO BOOK FOR NEXT WEEK ONLY! Do not ask a hostess when she would like to have her skin care class. It's a natural tendency for us to put things off for as long as possible. If you allow it, the hostess will book three or four weeks away. However, there is a way to avoid this. First of all, have a full date book. If you are not to that point yet, then enter everything in your date book -- doctor's appointment, hair appointments, birthdays, etc. -- in others words, your date book should look very BUSY! Ask the hostess, "Which will work better for you, the first of the week or the latter part?" Then, "afternoon or evening?" Give her choices! While looking at your appointment book say "Let's see when I CAN DO YOUR skin care class". Make her feel you have only a couple of times and that you will work her in -- get the idea? "Let's see, I have an opening on Tuesday evening; will that work for you?" Please notice - a specific date has never been mentioned. Write her name in on that date and say, "O.K., that will be Tuesday, June 4th , at 7:30," which is next week, but you have never said anything about her skin care class being next week. When you coach her you can then say, "O.K. I'll see you next Tuesday at 7:30. BELIEVE ME, THIS WORKS! And remember, just how long does someone need to plan a skin care class? One of our problems is that we give people TOO LONG and they WORRY about it -- it becomes a chore instead of pleasure!

2. OVERBOOK! If you want three skin care classes for next week, and you have exactly three skin care classes on your books, the first thought that will come to your mind on Monday morning is, "Oh, I hope none of my skin care classes postpone!" However, if you have five and you only need three, the thought of postponements NEVER enters your mind because you know you could afford to lose a few and still have plenty! How many times have you thought, "I just know that skin care class is going to postpone," and then shortly afterwards the phone rings and sure enough it is your hostess DOING EXACTLY WHAT YOU EXPECTED HER TO DO! If you do not expect postponements, they will be minimal!

3. HOSTESS CONTEST FOR NEXT WEEK! Mary Kay says she never went a week without having a Hostess Contest for "next week". Then, if the hostess wants to book two weeks away, you can say, "Oh, I wish you could have it next week when I'm giving the most away!" She will!!!!

4. THANK YOUR HOSTESS IN ADVANCE! Something I have learned to do, and have taught many of you, is to thank your hostess before the skin care class. Write her a brief note the day after you booked the skin care class with her saying something like, "Thank you for scheduling your skin care class during my special contest! I am really looking forward to knowing you better and to sharing some new skin

care products with YOU! See you Tuesday!”

5. PROPER COACHING! “Now, this is my career and I will be reserving this time especially for you! I’ll be there rain or shine, sleet or snow! You can count on me, and I know I can count on YOU -- right?” Anyone who is having continuous postponement problems should try this approach with her hostesses. Say it with a smile and look your hostess in the right eye, nodding your head “yes”.

**A CLASS WORTH HOLDING
IS A CLASS WORTH COACHING!!**