

Booking Dialogues by Lisa Anne Harmon

Perfect Start/Power Start Dialogue

Hi _____, this is _____, I'm really excited about something, do you have a quick minute? Great! I've just started my own business teaching skin care and make-up artistry with Mary Kay Cosmetics. As part of my training I'm going to be pampering 30 ladies to a facial in 30 days. I could really use your help. What I would love to do is pamper you and a couple of your friends and family to a facial and makeover, and as my thanks, you'll receive a special gift. Isn't it fun to receive gifts! Grab your calendar; let's set a date. Which would be better for you, beginning of the week, or end of the week?

Turning a Facial Into a Class

(After you have scheduled a time say...) You know, _____, I have a great idea! We have a plan where you can receive your own cosmetics practically as a gift. Would that interest you? (wait for her response to say yes) It's just as easy for me to give three or four facials at one time, as it is to give one. And I know you'll be telling your friends about this. Why don't you invite them over? You'll earn even more free product for yourself, and you and your friends will have a lot of fun. Either way I want you to know that I am coming for you.

Before and After Portfolio

Hi _____, this is _____, I'm very excited about something do you have a minute? Great! I am building a professional portfolio of "Before & After" makeovers, and I would love to feature you in my portfolio. You have such (beautiful eyes, warm smile, beautiful hair & then compliment her). I would love to pamper you with a facial and a makeover and feature you in my book. Does it sound like fun? Grab your calendar and let's set a date. Which would be better for you _____ or _____? I have a great idea, do you have a couple of friends that might enjoy getting a make-over and then they can give you their honest opinion of your new look that will be featured in my book? You would earn free product for having some friends join you & then they can give us feedback about your new look.

Tentative Date Booking Approach

When someone at a class shares that they are not sure they could book because they don't know their calendar, or if their friends could come, you say this:

"Well, why don't we do it this way. I'm sure you would like the hostess to get credit for your appointment, right? Let's set a tentative date, with the understanding, that if we need to change it we can, OK?" As soon as you set a tentative date, it ceases to be tentative because you are going to coach it as a firm date.

Correct Booking Approach

At every skin care class I always select several ladies that I would most like to have as my future hostesses, and today I've selected you because (compliment her: you are so outgoing, you look great in the product, you are so much fun). Tell me when we get together for your follow-up, is there any reason why you couldn't share it with friends, I think you'd be a terrific hostess.

Or

Correct Booking Approach

You know, _____, at every skin care class I choose two women I want to work with most. Today you are my first choice. Do you know why? Because you were the most excited person here - and Mary Kay always tells us to pick the sparkler because she ignites the room! I love to work with excited people. When we get together either for your check-up facial after you get started on your basic skin care, or for you to be in my makeover portfolio, why not share your appointment with a couple of friends? I really want to work with you, _____. It is obvious you had a great time tonight. When is the best time for us to get together again, next Tuesday or Thursday?

Warm Chatter/Thank You Gift

You've been (such a good friend, so helpful at work, terrific helping me pick out this dress, such a support) as my thank you I have a gift for you! I am an Independent Beauty Consultant with Mary Kay Cosmetics and I would love you give you a complimentary facial and a \$5.00 gift certificate to spend at your facial. Jot your name and number down so we can arrange a time for you to spend your gift certificate. (Have your business cards and a pen ready)

When you call back say...

Hi _____, this is _____, with Mary Kay Cosmetics. We met the other day at _____. Thanks again for your great service. I'm calling to arrange your pampering session so you can spend your gift certificate. Grab your calendar let's set a date.

Inviting a Guest

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. I am looking for someone with (beautiful eyes, red hair, warm smile) and I immediately thought of you! You would have the opportunity to have a facial and makeover, and 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 a 15 minute appointment

This is a great alternative if someone says they are too busy to have a facial or class

"I would love to stop by for just 15 minutes to show you _____ (whatever item you have called her about, skin care, or lipstick, or fragrance, or whatever is new). You'll be able to try the product on the back of your hand. Would it be better for me to stop over _____ or _____" (offer 2 choices: after work, on your lunch hour, before work, in the evening, Saturday morning)

Booking a Flash Collections Preview

Hi _____ this is _____, I'm very excited about a new party Mary Kay is offering, do you have a quick minute? Great. It's called a Beauty boutique. It's a party where you can see and try all the products on the back of your hand, no mirrors, no taking off your makeup. You and your guests get to see lots of the Mary Kay products, and then enjoy each other's company. You can have as few as 6 or as many as 20 there. As my thanks for scheduling a beauty boutique you'll earn \$75 of product for \$25! Doesn't that sound like fun? Grab your calendar, let's set a date. Which is better for you ___ or ___.

Booking an 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 or beauty boutique show.

"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 earn \$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?"

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 sit and share the facts of our Company with you and gain 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)