

Congratulations to Danielle Adams who has over 10 on her books (she has booked 14 in the last several days!). How??? Danielle has become a master at using her booking script with every phone call. Danielle has come from 'not being able to book/disliking booking' to the level of Master Booker. Just this past week Danielle had 1 class and ended up with nearly a \$400 week. Danielle spends about 15 minutes each day booking and books 1-3 per day.

Danielle shared this script with everyone at our Alabama Training Session earlier this month and I wanted to pass it on to you. Print this out and keep it with your datebook so that you will always be prepared to BOOK!

Danielle's Booking Script:

Hi, this is Danielle, I'm a friend of _____. Did I catch you at a bad time? Great! Like I said, I'm a friend of _____ and I am also her Mary Kay Beauty Consultant.

She had the opportunity to give a few friends a free facial and you were one of the people she chose! During a facial you will get to try America's #1 brand of cosmetics for the past 15 years.

Would you rather have your facial during the week/weekend...AM/PM (continue with options of 2).

Great! I'll see you on _____ at _____. Now, I have a great way for you to get (\$75 in product for only \$35 OR Free Product)! Is that something that would interest you? I can do 5 the same as 1 and its always fun with friends. Why don't you call a few of your friends/co-workers and invite them to your facial.

I will call you on _____ (a few days before the appointment) to see if anyone will join you. I look forward to seeing you and will call you soon.

Danielle literally went 'from nothing to huge' on her bookings by using this script and turning facials in to classes. I encourage you to ask yourself "is there any reason why I can't use this booking script to book my next class?"

Tips:

- Have your datebook hi-lighted with the next 3 weeks of dates you can work
- Take referrals you get and write them down on a sheet of paper or your 'Prospective Booking Sheet' so that they are all in one place. Be sure to write down their friends name next to their name to refer to.
- Commit time daily to booking...15/30/45 minutes. This time can be broken up in to 5 minute intervals if you need it to be. You don't have to block out an hour at a time. Book while waiting in line to pick up your kids from school or waiting to meet someone, on break at work (they actually used to laugh at me and state they needed pink 'caution tape' to rope off a table in the break room when I made calls!, when driving to or from work or when someone else is driving is actually safer!...get creative in the use of your time.
- Talk up just how much fun they are going to have with their friends.
- Learn your One on One close so that you can get bookings off of your bookings (book classes from the class you just held)
- HAVE FUN and be EXCITED about what you do...after all – nothing is more fun than getting with the girls and playing makeup!
- They must know what is in it for THEM....Danielle offers \$75 of product for \$35 OR \$10 in FREE product for every person they have at the class (you can cap it at \$50 free for 5 people).
- Need referrals? Contact friends, family, co-workers, etc. to see if they know anyone that would like to be offered the Gift of Friendship (they get to choose up to 5 friends that they would like to give a free facial to)

One more thing....

Danielle shared with me that she just booked someone that has turned down many MK consultants for a facial because of the way she worded it to her. NEVER underestimate the power of your words and a script. This girl told Danielle, I would normally have said no, but because of the way you asked me, I wanted to have the facial with you. She also decided that it would be fun to have her friends join her at her facial and 5 friends are coming! Learn the art of turning facials in to classes! You WILL as you begin to book.

Danielle shared that everyone is VERY interested in holding classes because they are interested in EARNING FREE PRODUCT. That's a great perk for them and they are more than happy to share you with their friends knowing they will have a good time, you are professional and you are giving free product! How close are you to YOUR NEXT CLASS? Just a phone call!

Challenge:

Join the Weaver Area in this challenge and Hold a 10 Class Week during any week in February! You will earn time with Ruth to work personally with you one on one in person. YOU CAN DO IT!

Love and Hugs, Ruth