

Working Full Circle

BOOKING IS THE LIFELINE OF YOUR BUSINESS

MAKE A LIST Who would be a model, host a party, etc.? 30 minimum with names and phone numbers.

MARK YOUR DATEBOOK When will you work your Mary Kay business? [Ex. Use a pink pen or highlighter to mark these times]

PRACTICE YOUR SCRIPT What's in it for her? Pampering, fun, friends, relaxing, FREE product. How long will you be there, etc... Will you be wimpy or confident? Remember, you are not asking for a favor, you are offering something wonderful!

PRACTICE working through the 4 or 5 most common objections: No time, tried MK once, broke out, no money, use brand X.

SCHEDULE an uninterrupted time to make calls.

CALL until you have 8 to 10 scheduled within the next 2 weeks. Remember to book twice as many as you want to hold.

BOOKING GETS IT...COACHING KEEPS IT!

WHY COACH? To establish a rapport with your hostess and to give her confidence and keep her excited! To establish a rapport with her friends and solidify the appointment. Follow the coaching checklist.

Call **ALL GUESTS, IF POSSIBLE** to excite them!

Initial Coaching

AFTER BOOKING

- Ask her when would be a good time to drop off and review her hostess packet [or mail it and call her in a couple days].
- Get your hostess excited about inviting her friends and earning FREE product and gifts! If she need ideas as to who to invite, do that too.
- Let her know exactly what you will be doing at her party and that there will be a script in her hostess packet. Stress starting on time, "early" for special pampering and that you carry a full inventory for purchases that night.
- Encourage her to get you her guest list within 24 hours, names, numbers, emails, addresses and if time you will mail reminder postcards to those she has invited that have said yes!
- Encourage outside orders, show her how it can guarantee her FREE product, could give an additional incentive for so much in outside orders.
- Find out what she wants for FREE...help her earn it and let her know you'll do your best!

Phone Coaching

1 TO 2 DAYS BEFORE

- Be excited and make this a quick call, you don't want it to seem like work!
- Get her guest list - make sure you ask if she has reached them yet. Encourage her to over invite and to confirm each guest. Let her know your going to call them to ask them questions about their skin.
- Discuss where to have the party and what you'll need, place for individual consultations.
- Keep refreshments simple, serve after.
- Childcare arrangements.
- If it's a color follow-up appointment, have her through foundation before you come.
- Confirm you'll be arriving 30 minutes early.
- Check on her outside orders.
- Remind her you'll have product for purchase.
- I call the night before to get directions, that way I have another reason to call and make sure we're all set.

Pre-Class Coaching

WHEN YOU ARRIVE

- Arrive with a great attitude, 30 minutes early!
- Give her a sincere compliment and ask if it's okay to set up [location for party, sink, individual close].
- 4 Point Recruiting Plan
- Remind her to serve refreshments afterward.
- Instruct her as to how she can help you. Satin Hands, Satin Lips at the sink as the guests come in, etc...

A class worth booking is a class worth coaching!

Closing the Appointment

TABLE CLOSE

Show them how they can purchase the products they just fell in love with!

Remind them you carry a full inventory [no waiting] and how they can pay.

Use a placemat close or beauty book to review everything in the roll up, it should be set up according to the sets in your close.

Remind them of their 100% satisfaction guarantee on anything they purchase.

Gift with any \$40 purchase.

Payment options - Visa, MasterCard, Discover, Check, Cash, be a hostess, husband's unawareness plan, etc...

INDIVIDUAL CLOSE

"If you don't close the class you have been cheap entertainment for the night!"

REVIEW HER PROFILE CARD FOR ADDITIONAL NEEDS, MAKE SURE IT'S COMPLETE.

- Did you have fun tonight?
- How does your skin feel? [Feel your own face with the back of your hand].
- Are you happy with your foundation shade?
- How did you like your look?
- If money weren't an issue what would you leave with today?
- Looking at the sets available today or customizing a set together, which would be the best for you to get started with this evening?
- What is a good time for us to get together for your follow up appointment? Daytime or evening?
- _____, when you share your follow up appointment with a few friends like _____ did tonight, you will get all the goodies that I shared with you before the class! Which gift do you think you would choose? Free product? I think you would be a great hostess! [Give her a hostess packet if she says yes, otherwise encourage her to bring a friend along].
- _____, I really enjoying time with you this evening [or you really seemed to have fun, or you asked great questions] and you are one of the people I chose to share information with. [You could also say my director has challenge me to share the facts with 10 sharp women and I picked you because _____]. Mary Kay may or may not be for you and that's okay, but if you give me 20 minutes of your time I'll give you _____, just for listening. What's better for you, tomorrow or the next day? If she can't, how about I give you some information and I'll call you within 24 hours to get your opinion. Give her a team building packet.

Four Point Recruiting Plan

ONE

Ask the hostess WHO is coming today. WHO might be interested in doing what I do?

TWO

Give a heartfelt, enthusiastic I-STORY at each class. Share how you began your Mary Kay career and what it means to you. Share your WHY.

THREE

SELECT at least one person at each class and offer her your career. Mary Kay says share with two women.

FOUR

Offer the hostess a special GIFT for any person suggested by her who becomes an Independent Beauty Consultant.