

## **Booking Dialogues** original by Lisa Anne Harmon & edited by Julia Burnett, Chatney & Melissa Mayes

**Tips:** You have to sound excited! What's in it for you/them. You can say it right and if you're boring, you won't get the booking. Never ask a question that you'll get a yes or a no answer...the way you get the booking is to assume that everybody wants to book. Assume no one will tell you no. Free food helps too. Talk fast so they don't butt in. Book everyone! SSD Chatney Gelfius says people book because: **1.** To help you win a contest because they like you **2.** For a free product **3.** Because it sounds like fun **4.** Want to see or learn something new

### **If you get a voicemail – do not leave a long message – simply say:**

Hey girl, it's \_\_\_\_ just calling to share something with you that I'm excited about. So give me a ring back at ###-####. Thanks tons!

### **Powerstart Booking:**

Hi \_\_\_\_\_, this is \_\_\_\_\_. I'm really excited about something, do you have like 20 seconds? Great! (New Consultants: Well, I just started my own business with Mary Kay and I wanted to share with you my first big goal. I am working on earning this GORGEOUS diamond cluster ring (girl, you would love it), and in order to earn it, I've gotta practice giving facials to 30 people in the next 30 days. **So I was just wondering if there's any reason why I couldn't steal your face? It would be so much fun!**)

(Seasoned: Well, I'm in a challenge and part of the contest is to give Spring makeovers/Summer/Fall/Holiday to 30 women in the next 30 days. **So, I was just wondering if there's any reason why I couldn't steal your face? It would be so much fun!**)

...oh good! Well what's better for you a weekday or weekend? (or Tuesday or Saturday? Or daytime or evening? Give two choices- **do NOT say** "so when's best for you" or "would you be interested in" absolutely MUST give two choices to start) SET DATE THEN & ONLY THEN say....

**Turning a facial into a Group Facial:** You know what \_\_\_\_, it's just as easy for me to do a couples faces as it is for me to do one – plus it's more fun anyway when we *share* our time together with a couple friends – is there any reason why you couldn't invite a few girlfriends over while I'm there? Plus, it'll totally help me get to 30, I think we'd have a ball! (wait for response)

**When she says she WILL invite some friends (how to get the guest list)** – you say, "Great, that's awesome, thank you soooo much! Hey, and you actually get some free stuff for helping me get to my 30 faces goal. (explain a SIMPLE hostess plan) **OK well if you don't mind, why don't you just go ahead and scroll through your cell phone and throw out the names & numbers of the girlfriends you'd like to invite and I'll give you any single item at half price just for getting that to me while we're on the phone – and then I'll give them a quick call once you've invited them to make sure I'm prepared and they know what to expect.** So, who do you know that would be a lot of fun?...Who else? ...Who else?..

Now \_\_\_\_, just so you know **I am coming even if it is just me and you.** I'm excited to see you on \_\_\_\_ at \_\_\_\_! Thank you sooo much for helping me out with my big goal – I am so appreciative!

## **7 Most common booking concerns:**

**If she says she doesn't know anyone to invite:** Oh girl, that's totally cool, I'm coming just for you anyway, it will be so great to get to connect with you again (or whatever you want to say). Do you mind if I help you brainstorm? What about your neighbors? Family? Folks at work? Friends from school? Think about your most fun friends? Or your kids' friends' moms?

**If she says Mary Kay broke her out (don't get defensive):** Oh girl, I am SO SORRY to hear that. Do you mind if I ask you a question? (lower your voice) Did your consultant ever follow back up with you to make sure you had the right product for your face? (she will most likely say no) Oh, I'm terribly sorry to hear that, b/c MK has this guarantee that if anything doesn't work we can swap it out for free and it doesn't cost the consultant anything to swap it out – We have like 6 different skin care lines, I'm just so sorry you didn't get the right one. Dang – well, I would still just love to get your opinion of how the RIGHT MK skin care would compare to what you tried in the past. So who do you know that's a lot of fun?

**If she says her friends don't wear makeup:** Oh girl, that's totally cool – they don't have to be into makeup at all – just tell them to think of it as GIRL TIME, BONDING TIME – something fun to do together and play. Mary Kay's more about skin care anyway plus most women love to help, so I'm sure when you tell them it's a favor to help a friend hit a goal they'll be all about it. So who do you know that would be a lot of fun?

**If she says her friends don't have any money:** Oh girl, I toootalllllly understand that – just let 'em know that they are just helping me out by letting me borrow their face so I can hit my goal and that alone is enough for me. They don't have to buy anything at all. What I've found is that women don't like to be SOLD anything, but women LOVE to shop. So if they want to buy something great – but this is mostly just about practice for me. So who do you know that would be a lot of fun?

**If she says all her friends use BRAND X:** Oh girl, that's perfect! Invite *them* for sure – those are exactly the kind of people I'd love to facial because they clearly love good stuff. It *actually* would be super beneficial for me to get their opinion of how they think Mary Kay compares to BRAND X, because that's great information for me to have as a professional. So what are their names & #'s?

**When she needs to "check with her friends" before setting date:** (Girls take charge here, don't be shy) Oh I totally understand that you probably have a few key people you want to check with to make sure they can come. I do the exact same thing sometimes when I have parties. Why don't we do this – what most people do is let's just *me and you* set up a time that works best for us, then when you check with your key people we can always move the date if we need to? So what's best for you, weekdays or weekends?

**When she doesn't have her calendar with her:** Oh I totally understand, I don't schedule anything either without my calendar, well why don't we do this, let's set a tentative date tonight, then tomorrow, I'll give you a quick call (or text) and after you've had a chance to check your schedule if you need to change it, that's totally fine.

(at a Group Facial) The Hostess is working to earn \_\_\_\_ and if we pencil it in tonight, she will get credit for your booking. What's normally better for you, during the week or on the weekend? During the day or in the evening? I have \_\_\_\_ or \_\_\_\_ available. What's best for you? Great! What's the best time to reach you tomorrow? Great. I appreciate you so much and will talk to you tomorrow at \_\_\_\_!

## **Booking Guests & Career Surveys:**

**Inviting a Face model/Guest to Weekly Meeting:** Hi this is . Do you have like 20 seconds? Great! I am very excited about a big MK event we have coming up this Thursday. My mentor has challenged each of us to bring a Face Model this week to practice on and if I don't have a face model, I'll just die...and we don't want that to happen, so I immediately thought of you! You'd basically have the opportunity to get a facial and makeover, then give your opinion of what you liked. I would be so honored if you would model for me; you would have a ball – I promise...food, facials and really happy women, I mean what more could a woman want? As my thanks to you, I would totally give you a gift certificate too. Tell me, is there any reason why you couldn't be a face model for me this Thursday I think you'd be terrific!?!

**Booking a Career Survey:** Remember earlier how I was sharing about my big goals? Well one thing I have to do in order to (earn my ring/pearls/car) is to ***get the opinion*** of 5 women this month about the MK opportunity. And I totally know that ***this is something you would probably NEVER do*** and I'm totally OK with that – but I would just love it if you could help me out with my big goal? My mentor always tells me to have really sharp/sincere/cool/together gals do this for me and I just couldn't help it, I had to ask you. No seriously, it just helps me with my training sooo much. Is there any reason why I couldn't treat you to coffee and you could help me out with my training? I would totally bribe you with any (color) item you want at half price? **Once she says yes – then give her info, explain that it's info we generally give folks who ARE interested in making extra \$, even though you are sure she is NOT, and have her look at the info through the lens of "if she ever were interested in making extra \$ with MK, WHAT would she want to know about it?" and write those questions down.** Follow up with her to remind her to do the "critical piece" – which is to listen to the audio and write down questions.

## **Other Ways to Book:**

**Calling Referrals:** Hi there is this \_\_\_\_? \_\_\_\_ this is \_\_\_\_\_. I know you don't know me from Adam but we have a mutual friend in \_\_\_\_ do you have like 20 seconds? Well I just wanted to call you b/c I recently had a pampering session with Jennifer and she was able to give away a free facial and makeover to you - just to say she was thinking of you & she also included a gift certificate. Isn't that great? It only takes about an hour & it's a lot of fun - what's best for you? A Thursday or Saturday? Now I usually do my facials in my home b/c most women want to get out of the house & have some relaxing pampering time for themselves, but I also can come to you if that's better what would you prefer? (referrals have a higher cancellation rate so double triple booking IN your home is a great use of your time)

**Mary Kay's Correct Booking Approach to use at Group Facials:** At every appointment I always select several gals that I would most like to have as my future hostesses, and today/night I've selected you because (**sincere compliment; you are so much fun, you really loved the products...**) Tell me, when we get together for your follow-up (**Personal Makeover Session**), is there any reason why you couldn't share it with friends? I think you'd be a terrific Hostess. Grab your calendar and let's see what's best for you and I'll let you know what I have available. What's better for you, during the week or on the weekend? During the day or in the evening? I have \_\_\_\_ or \_\_\_\_ available. What's best for you? Great! I appreciate you so much and look forward to seeing you on \_\_\_\_ at \_\_\_\_!

**Booth Follow-Up:** Hi \_\_\_\_? Oh good I'm so glad I got you – this is \_\_\_\_ I met you today at the \_\_\_\_ and you put your name in for the drawing – do you remember that? Well girl, guess what? I got so excited I could hardly stand it – I just did my drawing and you were one of the winners! Isn't that awesome? (she'll say – "what did I win? I never win anything!") Well, you earned a pampering

facial, a complete glamour makeover & a microdermabrasion treatment and a gift certificate to use afterwards. So I just wanted to see when I could swing by, do your facial and then you can pick out what you'd like to spend your gift certificate on. What's generally better for you? Weekdays or weekends? (Book appt. even if it has to be tentative and you can check back to confirm within 24 hours.) By the way \_\_\_\_\_, how would you like to double your gift certificate? You know, if you have 2 or more friends at your Facial, I'll just double your gift certificate!!! Isn't that great?!! (If she doesn't want you to come to her home, invite her to your success meeting.)

**Warm Chatter:** (Mary Kay's 3 foot rule; pay everyone that comes within 3 feet of you a sincere compliment...then say) You know, I'm just not going to forgive myself unless I give you my card. You (have been so sweet, are so SHARP...). I also have a little gift for you! (sample) You know, I'd also LOVE to use you as a face model in my (Spring, Summer, Winter) portfolio. I call you sometime soon when I get an opening in my schedule and we maybe can get together, what's your cell? It was so great meeting you! (When you call back....follow script below...SHE WILL NOT CALL YOU back, you have to call HER)

**Before & After Portfolio:** Hi \_\_\_\_\_, this is \_\_\_\_\_. I'm really excited about something. Do you have a quick minute? Great! I am building a face model portfolio of makeovers and I would love to feature you in my book. You have such (sincere compliment; beautiful eyes, a great smile, gorgeous hair...). Grab your calendar and let's see what's best for you and I'll let you know what I have available. What's better for you, during the week or on the weekend? During the day or in the evening? I have \_\_\_\_\_ or \_\_\_\_\_ available. What's best for you? Great! I appreciate you so much and look forward to seeing you on \_\_\_\_\_ at \_\_\_\_\_!

**Booking an E party or book party:** This is a great alternative for someone who lives out of town, or doesn't want to schedule an appointment. "How would you like to earn some free stuff without having a facial party? Great. All you have to do is take orders from family and friends during the next week, and then you'll earn \$25 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?"

### **Preprofiling: call 1-2 days before appointment**

**If you get her on the phone:** "Ashley? (yes?) Oh good I got you – this is Julia Burnett, I know you don't know me from Adam! But we have a mutual friend in Candice. Do you have like a really quick second? (pause) Oh good, well, you probably already know this, but Candice is having a Girl's Night Out party on Saturday and I'm the gal coming to do the pampering – so I just told Candice I wanted to give all her folks a really quick call just to make sure I'm prepared. Do you mind if I ask you some fast questions about your skin? \_\_\_\_\_ (ask the questions on the profile card –you really just want to know if she has a MK consultant, overcome any MK concerns, see if her skin type is sensitive (so you bring Formula #1, #2, or #3 for her) and if she's ivory/beige/bronze)

OK, great, well I'll bring just the right products specifically for you – now we're just going to focus Saturday on pampering your skin and then we'll do a really light, fast makeover at the end – and we'll try to start right at 6:30 – so if you're able to arrive 5-10 minutes early we'll do a special hand pampering treatment on you. Well girl, I can't wait to meet you – you are guaranteed to have a ton of FUN – I don't do anything unless it's FUN – oh and I'll have a little goodie bag for you too. See you then!"

**If you have to leave a message:** "Hey Ashley, this is Julia Burnett and I know you don't know me from Adam but we have a mutual friend in Candice. You probably know that Candice is having a girl's night out

party on Saturday and I'm the gal coming to do all the pampering, so I just told Candice I wanted to give all her girlfriends a quick call just to check in and get their skin type so I'm prepared. So if you have any really specific skin care needs, like you're really sensitive, please give me a quick ring back and let me know so I can be prepared. ALSO, the Girl's Night Out starts at 6:30, but if you get there like 5-10 minutes early we'll do a special hand pampering treatment on ya PLUS I've got a goodie bag for everyone. Now, we're going to focus mostly on pampering your skin then we'll do a really quick makeover at the end. So listen, we hope we get to see ya then and I promise you – I don't do anything unless it's FUN – so you are guaranteed to have a GOOD time! I'll see you Saturday a little before 6:30."

### **Can't make it to party**

That's OK! Let me tell you what, we're actually offering the same pampering to those who can't make it. We'll just have to figure out a different date. What typically works best for you, week nights or weekends?

### **If you judge that she really wants to help but you just can't come up with a date.**

You know what? Every woman who couldn't come we wanted to offer a \$10 gift card and a complimentary facial. I am giving away \$100 worth of those gift cards. But since right now is not going to work for you, is there anyone whom you'd like to give yours to? That way by giving