

BOOKINGS: Scheduling New Appointments by NSD

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Success in scheduling appointments begins with our attitude. We have to believe that everyone deserves to have a makeover and everyone deserves to wear the product. It helps to believe that when a woman wears Mary Kay, she likes herself better. She may even yell at her kids less...she will make a better wife, mother, employee, etc. That all may seem a little extreme, but it is meant to stress the importance of believing that you are doing a SERVICE. If you feel like people are having a facial or skincare class for you as a favor, it will come across as a lack of confidence. I know that there will be times when some people will schedule because you need their help in reaching a goal, etc. However most of the time, it will be because of your enthusiasm for the product and how excited you are to share it with them or to get their opinion.

The question should never be, "Would you be interested.....?" If you don't know whether she would be interested or not, she will doubt her interest. Instead, the question should be, "Has anyone treated you to a makeover recently? Do you currently have a consultant who is servicing you?"

"No? Then I want to make you a priority in my schedule to treat you to one. In fact, you can be a model in our ["Makeover Contest"](#) (Then tell her about that.) "I can't wait to get your opinion of our new products!" If the objection is that she tried it before and it broke her out, find out how long ago it was and then you might say, "Oh good, I have been looking for someone who had that problem. If I were willing to do a makeover and work with you, would you be willing to be a model in our contest and give me your opinion of the new Mary Kay (or my facial)?"

If the objection is that she wears Brand X, you might say, "Oh good, I have been looking for someone who uses that brand to get their opinion of how the New Mary Kay compares.

Even if you end up still preferring Brand X, I would enjoy the time with you and treating you to a new look.....and I sure would value your opinion. Which is best in your schedule, mornings or evenings...Tuesdays or Thursdays, etc.?" NEVER run down another product.

BELIEVE that you have one of the best products available and that YOUR

service is the best. Be so busy that you are working people in on your schedule. People love to do business with successful people. And.....you ARE such a person! Have fun scheduling!!!

The ABC's of Booking (Things to keep in mind when booking!)

Attitude: We are offering a service. You have the product that the customer should have. By finding you they have the best consultant because you have confidence in the product, the company and yourself. Learn to appreciate your customers. Have an attitude of gratitude. Customer care will take you everywhere.

Business Cards: Use them for EVERYTHING! Include one when you send in bill payments. Never give one out without getting the person's name and phone number or their card in exchange. Write on them where you met her and what she looks like. When you leave a tip in a restaurant, leave your card. Give some to your best customers to give out - remind them to make sure they get the person's name and number.

Choices: Offering choices and you'll be helping them pick a date for an appointment. "What's better for you, the first part of the week or the last?", "Morning or afternoon?"

Datebook: A consultant's very best friend. Keep it full. The busier the better. It is the most valuable aide you possess. Record all your facials, classes, unit meetings, recruiting interviews and workshops in it. People like to do business with busy, successful people.

Enthusiasm: For the booking, coaching, selling and recruiting is the key. "I am looking forward to letting you try our new colours. You're going to love them!" "Just wait until you see the Spa Collection!" Let your hostesses take advantage of every kind of class - skin care, advanced glamour, nail care, sun management, pamper sessions.

Facial Boxes: Use them!! Florists, ladies retail stores, hair salons, doctors and dentists' offices. With Mary Kay, there is no such thing as a money problem only an idea problem!

Goal: Have a goal. Hostesses need goals too. They must have a reason for keeping the show date and enthusiasm when booking guests. Be it a hostess gift or free or discounted product - they need something to work towards.

Hostess Coaching: Clearly define the hostess' role in the class and it will

result in higher class sales and outside sales (insurance). Outside orders also provide you with referral lists and leads to additional bookings and recruiting interviews. Proper hostess coaching will avoid postponements and cancellations.

Image: Always look the part of a beauty consultant, you never know who you'll run into. SMILE! Ask yourself: Am I wearing my product? Do I look professional and poised? Do I look like I am all together? Am I wearing my Mary Kay pin or another piece of company jewellery?

Joy: Have fun!! This is not a hard business. Enjoy your business. Life is not a dress rehearsal. Positivity attracts positivity. People will build a bridge to an island of happiness. Keep a list of people for possible facials. If you have a postponement you can call someone else. "Hi Jane! It's Stephanie from Mary Kay calling. I can't wait to show you our new Spa Collection. Is there any reason why I couldn't pay you a half hour visit?" No pity parties allowed.

Ladder of Success: Climb the ladder of success by consistently placing orders. Have plenty of inventory to serve your customers.

Men: Skin care for men! Who do you know? Husbands, friends, business associates, team mates.

N Don't take no literally. No may mean maybe and it may even mean yes. Maybe means yes eventually. No is a safe word. People can always change their minds later. Yes is too much of a commitment for them. Even if they say no, "Is there any reason why we couldn't tentatively book a date for later this month?"

Opportunities: They really are everywhere. Listen for dialogue openings. A true story: A director was in the cosmetics area of a department store and overheard a woman complaining that a certain company didn't service her well and never had her shade of foundation. The director waited outside the store and approached the woman as she walked out. "I couldn't help but overhear how disappointed you were. I am a director with Mary Kay. I know I have a foundation shade just right for you. Is there any reason why...." You see, opportunities do present themselves, you just have to listen.

Pamper Treatment: If you hear someone in a grocery store line-up say "I am so tired!", turn around and say "Then you deserve a pamper session! I am a consultant for Mary Kay Cosmetics and I am booking appointments for Tuesday and Thursday, which is better for you?" Make sure you have

your datebook with you!

Queen: Treat your hostesses like Queens! Everyone at the class will want to be treated the same way and book their facial/class. Give the royal treatment to all your customers.

Responses: Make sure yours is always positive. If someone objects by saying "It's too cold out" turn it around into, "Well, it'll be warming to get together with a couple of friends." Romance everything. Turn their frowns upside down.

Schedules: Schedule your appointments as soon after the initial contact as possible. Keep them hot! Hostesses will pick the date furthest down the road. Book only for the next two weeks. The later the date, the more likely of a postponement.

Thank You's: Be quick to show gratitude. Hostesses love recognition and appreciation. Send thank you notes to hostesses before the class if possible. Example: Dear Mary, I just wanted to thank you for scheduling your check up facial with a few friends. I have everything organized for June 10. I am really thrilled about this opportunity. We'll have a wonderful time. Can't wait to see your new look! Thank you, Stephanie

Unique: You are unique and special. Just be the best that you can be and do the best that you can do. Everything will fall into place. Look at everyone as if they are wearing a sign that says "Make me feel special or important".

Variety: Offer your customers variety. Take impulse items along with you to your re-order deliveries. They deserve everything they want. Romance nail care, body care, gift baskets and free delivery. People don't know how much you know until they know you care.

Women: They love to buy, but they do not want to be sold. By teaching skin care and colour cosmetics you'll find the side effect is selling Mary Kay! Our soft sell techniques really work. Belief in the product, company and yourself transfers over to the customer.

Xtra mile: Go one step further with your customer service. Be quick to respond to a query, refund or product return. Always keep a promise. Your reputation will be a booking magnet.

You: Take time for yourself. You also deserve a pamper treatment. Use an

answering machine during mealtime. Exercise! Take time for family. Remember your career comes third - not tenth.

Zillions: Yes, you will have zillions of bookings in your datebook with skill, techniques and a Mary Kay attitude. It's fun to scan your datebook and see no blanks!