

3 Appointment Booking Method

BOOK FROM EVERY CLASS!

THE MOST IMPORTANT SKILL:

Booking from every single skin care class is the most important skill you will develop to create a successful business in Mary Kay. Always looking for new people to facial can be exhausting, overwhelming and frustrating and it is why we lose many Consultants.

BOOK 3 APPOINTMENTS WITH EVERY PERSON:

1. Perfect Skin Facial
2. MK Signature Color Makeover
3. Spa Therapy Treatment

YOU'VE GOT TO START SOMEWHERE:

If you're suffering from a "booking drought" call 5 of your very good customers who are sharp and know sharp people, offer them a hostess special they can't refuse. Since these will be people who usually don't hold classes it's got to be irresistible! Tell them if they book a class for any one of the three types of appointments (Perfect Skin, Color Makeover or Spa Therapy) with at least 4 guests, they will get everything they wanted at 50% off, AND they will also get 30% off everything they order for the next 3 months!

PREPARE TO BOOK EVERY PERSON AT EVERY CLASS:

Once you have the bookings from your customers, your entire focus needs to be booking every one of their guests. Open the class by saying: "One of the best things about being a Mary Kay customer is instead of just giving you one complimentary facial, we give you three separate pampering treatments. Tonight we're going to be focusing on (Perfect Skin). We'll learn everything you need to know about keeping your skin healthy, dealing with blemishes or problem skin, and all kinds of wonderful things you can do to slow down the effects of aging on your skin. Then when we get together next time you'll have your choice of a "Signature Color" appointment, where we'll play with color cosmetics and design your own signature look that you will love, or an at home "Spa Therapy Treatment". This is such a treat after a long, hard day, with achy legs and feet. You'll get together with your girlfriends and do Satin Hands on your feet, then rest them in a tub of warm water with marbles on the bottom and give yourself a great massage. Then we'll massage into your legs and feet our wonderful energizing leg and foot cream, and put one of our spa lotions on and learn all about aroma therapy and fragrance layering."

AT THE INDIVIDUAL CLOSE:

Once you've determined her purchases, you then simply say:

"Now when we get together again, would you rather do the Signature Color appointment or the at home Spa Therapy Treatment?"

Let her answer—

"Let me check my calendar and see what's available. Would _____ or _____ work for you?"

Let her answer—

"Great! If you'd like to bring a few girlfriends you can earn all kinds of fun things for free. You'll get \$10 in free products for each friend you bring up to 5, and it's so much more fun with friends. Do you have someone in mind?"

Let her answer—

"Check around and I'll call you the Friday before the class to see who's coming. I am looking so forward to getting together with you. You're going to love the _____ line. Even if your friends can't make it you and I will get together and have a great time. Promise me that nothing short of a 'national emergency' will keep you from coming."

(Let her respond.)

"Great, we're going to have so much fun!"