

SCRIPTS

How to Book from a Skin Care Class

Booking do not just happen. You must plant the seed or idea very early in the class, then water it, nurture it and cultivate it. THEN the idea of BOOKING will take root!

Five Sure Ways and Reasons to Schedule for a Class Goal:

Schedule appointments from EVERYONE at your classes! Use their names and be eye level. Have your datebook, pen, hostess packets ready! Memorize these scripts - They work!!!

1. **SECOND FACIAL APPROACH** - For everyone who buys a TimeWise basic set- “ We will need to have a Second FACIAL within 7-10 days, so we can review your progress of your skin care program and to reprogram you if necessary. Which would be better for you - the first part of the week or the latter? Day or evening? 7:00 or 7:30? (set the date and time).
2. **TO WIN APPROACH** - For those who can't afford to buy- “Let me explain our hostess plan. Just for having a Mary Kay class in your home, you have the opportunity to win free products (your TimeWise set or color cosmetics if she has already purchases the TW or Miracle Set) as a GIFT. How does that sound to you? By inviting 3 or 4 of your friends, you can earn Mary Kay products or a gift. If possible, let's get you started on your skin care today. Then you can win your (anti-aging products or color cosmetics) as your gift! It will be so much fun! Which is best for you - the beginning of the week or the end? Daytime or evening? 2:00 or 2:30?
3. **SELECTIVE APPROACH** - You like her! “Sue, at every class I always select a couple of people I would like most for my future hostesses, and today I have selected YOU! Tell me, when we get together for your second facial, is there any reason why you couldn't share your it with a few friends? I think you would be a great hostess. You added so much today to _____'s class. Which would be better for you - the first part of the week or the latter? Day or evening? 10:00 or 11:00?”
4. **HOSTESS CONTEST OR GIFT APPROACH** - To reschedule a hostess or to book someone who already has all our products- “Listen Sue, I really do want you to be my HIGH HOSTESS for the contest” or “ I really do want you to win the watch (brushes or whatever), and your class total is just a little short of what it will take to win. Let's schedule another class for you and invite those women who couldn't come tonight. That way you can win the _____. Okay? You could take some outside orders, too, and they would count toward your total. Doesn't that sound great? Which will be better for you, the first part of the week or the latter? Daytime or evening? 7:00 or 7:30?”
5. **TENTATIVE APPOINTMENT TALK - AT YOUR INDIVIDUAL CLOSE.**
To be used when she says “YES,” but is hesitant to schedule now OR WHEN SHE SAYS, “ I JUST DON'T KNOW WHEN I COULD.” You say this;
“Well, I know when you do have your class, you would like (hostess name) to receive credit for it, wouldn't you? (NOD your head up and down - Of course she would like her friend to receive more credit!) Then, suppose we do it this way. We can set a tentative date now, with the understanding that if the time comes and it is inconvenient, you can call me and we'll change the date. That way (your hostess's name (Sue)) will receive credit for you having booked from her class. OK? And when you hold your class on the date scheduled, you can receive hostess credit too and you'll also receive free product and a thank-you gift for holding your class. Let's take a look at the calendar and find something that will work. Which part of the week is best for you, the first part or the latter part? Which day? Would you prefer morning or afternoon?”