GETTING STARTED....

1. Complete your contact list.
2. Mark your date book with 8 appointment times in the next 2 weeks.
3. Learn the following script. Be excited!
4. Be ready for their objections (they're to be expected).
5. Schedule a time to call (a 2 hour block of time, maybe 7-9 pm)
6. **Stay at it until you get all 8 schedule** d! (Never book 1 or 2 at a time – **always have 8**.)

Please follow this Step by Step – this is MOST Important to your success! Do not skip a step! Do this immediately!

Your script :"Hi_____, this is _____ calling. Do you have a quick minute? You're not going to believe this, I'm starting my own business teaching skin care & make up artistry for Mary Kay! I'm so excited! I'd just love to get your opinion of the products. Is there any reason we couldn't get together? Would Thursday or Saturday be better?" (DO NOT STOP UNTIL YOU GIVE HER A CHOICE OF TIMES) She chooses & then you say:

(Turning the facial into a class) "By the way _____, I can do several faces as easily as one. When you have a couple of girlfriends join you, you could actually get **$75 in product for just 25**! All you have to do is in-vite 6 to 8 so that 5 to 6 will join you. I'm going to send (or drop off) a packet that will explain everything. So go ahead & s tart inviting." If she is very excited, continue with, "Let me share a secret about inviting friends, instead of saying...I'm having a Mary Kay party, do you want to come? Try, saying.... A Mary Kay Consultant is coming over to pamper me & get my opinion of the products & she's allowing me to share it with a couple girlfriends. I know it will be a lot of fun. It's reservation only, can I count on you?"

WORKING THROUGH BOOKING OBJECTIONS

LISTEN to the objection **– CLARIFY** what she says **– ACKNOWLEDGE** the concern & **OFFER** the solution.

TOO BUSY*:* "I understand _____, you know, I'm a really busy person too, so I can appreciate that! It may take us an hour or so to find your special needs & preferences, but after that I can save you an enormous amount of time – you'll never have to go to the mall again for your cosmetics. I can save you $$ too! Which would be better for you, _____ or _____?"

NO $$*:* "I understand _____, are you aware that Mary Kay is a third to half less than anything at the depart-ment store and you never even have to pay full price for our products. We have discounts & lots of ways to get it free, we even have No Interest Payment Plans! Plus, there's no obligation to purchase. I'd just appreciate your honest opin-ion. Which would be better for you, _____ or _____?"

USE CLINIQUE *(or another brand):* "Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn't like Mary Kay at least as well, if not better than Clinique – I'd love to get your honest opinion – is there any reason you couldn't compare your _____ to Mary Kay? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, _____ or _____?" *Offer the item FREE when she brings a friend!*
You might also ask, "May I ask you what (Clinique) products you're using?" *(Often it's just a lipstick or blush.)*

I TRIED MARY KAY ONCE & BROKE OUT! "I'm sorry you had that experience – may I ask how long it's been? *(Explain product changes)* _____, may I ask you what you mean by "Broke Out"? Was it blemishes? *(Wrong fo r-mula)* or little red itchy bumps? *(A "sensitivity to" possibly one of the products – doesn't mean she can't use the whole line – some people have a "sensitivity to" milk & strawberries!)* Is there any reason we couldn't work together to find the perfect program for you? Which would be a better time for you, _____ or _____?"

SHE STILL RESISTS*:* "Tell you what – Here's my card, if you ever change your mind will you give me a call? I'd love to be the one to show you our products!" **OR** "Here's my card, if you know of anyone who would like to try our products, would you pass it on?" **ALWAYS LEAVE WITH A 'YES'.**