

BOOKING.....
A HELPFUL CHECKLIST AND SOME
IDEAS TO GET YOU STARTED

1. Believe you CAN book! If you think you can, you can; if you think you can't you're RIGHT!
2. Watch for the best prospects from your show. Who?
 - Relatives of the hostess
 - Friends of the hostess
 - The one who buys the most
 - The one who is most excited about the product
3. Make a commitment to yourself that you will book at least two at every show. Remember booking is selling! Yes, it's selling the hostess on the opportunity to earn hostess credit.
4. Avoid certain words and phrases in your vocabulary that invite "no" such as
 - Would you like to have a show?
 - I don't suppose you could have a show, etc.
5. You have to really want to book - this takes:
 - Persistence - One "no" doesn't mean you can't book.
 - Consistency - This means every day, whether at a show or not, practice the correct booking procedure.
 - Enthusiasm - If your show is exciting and fun, they will be asking you to come and meet their friends.
 - Belief in the product - If you aren't convinced you have the best product in the world, no one else will think it is either, nor will they want you at their home trying to convince their friends.
6. Present yourself in a professional manner. Your hostesses will be proud to introduce you to their friends.
 - Look Sharp - I can't stress enough the importance of a good business suit. Also, make sure your hair and nails are done to perfection and your makeup is applied perfectly. Above all, it is not a good idea to SMOKE at a show, even if you are friends with the hostess.
 - Be happy - Put on your best Mary Kay smile, don't get upset by the heckler, laugh and have a good time with the guest. You know they're going to buy, so entertain as well as teach them.
 - Practice your show at home so you can go through it smoothly.
7. Don't let people think you're always available! Fill your date book with all possible appointments, like doctor, church, P.T.A., your children's activities, etc
 - Decide when you want the show and give her those choices.
 - Act and talk busy, even if you're dying to book her today.

If someone calls to actually postpone and you can't get her to change her mind, get her right back on your books then or you may lose her. But, make her think in a nice way you are really squeezing her in.

Book in close - never more than two weeks apart.

8. Use the correct booking approach and tentative booking approach. Be sure and say them VERBATIM! If you don't think they sound like "your words", practice, practice, practice, until those words become yours.

9. Overbook! (why?)

You will never have to worry about postponements. If you don't worry about postponements they usually don't happen, with all those shows on your books, dovetailing can become a very big part of your income.

10. Use little incentives with your hostess such as:

Make your hostess feel really special by giving her extra attention and fussing over her.

Hold hostess of the week or month contests.

Offer your hostess a second facial. Make it sound so special that she'll be ready to set the appointment before you even ask.

Let the hostess' guests know what she is working for and that her bookings will help her get it.

11. Coach your hostess properly, and she'll be working on her two bookings before you get to her home.

12. Make lists of people you haven't given facials to yet. Don't be afraid to call them and offer a facial. Some to ask are: Friends

Relatives

Husband's friends' wives

Children's friends, mothers and teachers

Hairdresser

Neighbors and friends from church

13. Plan a day when you and your recruiter or a sister Consultant go out and warm chatter book. Set a goal to get the names and numbers of 3 to 5 people and then call them the next day.

14. Put out facial boxes or fishbowls in your favorite places to shop and eat. Be sure and ask permission and offer facials to everyone working there so if someone asks about Mary Kay they can tell them what it's like. (Ask your Director about facial boxes or fishbowls)