

## Get Booked:

### The Power of the Power Start

“When you are out of bookings, you are out of business.” Mary Kay Ash

#### **YOUR FIRST CHALLENGE IS TO COMPLETE A ‘POWER START’ = 30 FACES IN 30 DAYS**

You are just POWER STARTS away from achieving ANY Mary Kay goal as long as you are PURPOSEFULLY booking, selling, booking and sharing at EVERY appointment. Mary Kay is not magical, it’s mathematical:

#### **What can happen in ONE month with a POWER START?**

Calculate your face average = \$100 per face (company average) = \$3,000 in sales = \$1,500 in profit

Calculate your sharing average = 1/5 signs up (company average) = 6 NEW team members

#### **POWER STARTS TAKE YOU TO YOUR GOALS:**

1 POWER START = STAR TEAM BUILDER (3-4 active team members)

2 POWER STARTS = TEAM LEADER (5-7 active team members)

3 POWER STARTS = FUTURE SALES DIRECTOR (8-10 active team members)

4-6 POWER STARTS = SALES DIRECTOR (24 active unit members)

\*Track your faces on your Power Start Tracking Sheet found in your Welcome Packet.

#### **HOW TO BOOK YOUR POWER START:**

##### **1. GATHER YOUR LEADS.**

a. Use your original “Grand Opening” invitation list (or list of “People I Know with Skin”) to book your Power Start.

##### **2. HIGHLIGHT YOUR DATEBOOK WITH AVAILABLE TIMES.**

A filled date book helps you look busy, and people want to do business with someone who is busy. In order to keep your priorities in order (God first, family second and career third), and most importantly, to have balance, highlight in this order:

Purple = Church activities

Yellow = Family Time

Blue = J-O-B or school

Orange= Physical activity

Pink =Mary Kay Training

a. Once you've put your "life" down on paper, look for the open "pockets" of time to determine your weekly Mary Kay work schedule. Mary Kay is meant to "sprinkle" into the busiest of lives. Highlight your available appointment times, based on your goals, in GREEN:

**Green = Growth OR Income Producing Activities (phone/face time)**

### **3. DOUBLE BOOK!**

a. PEOPLE ARE FLAKES! People will disappoint you ALL the time, but numbers never will. So, understand that HALF of the appointments you book will hold.

b. To account for this, DOUBLE BOOK for one time slot (preferably at one location like the Training Center). IF both hold, they make new friends. IF both hold, and they are not in the same location, "dovetail" to another consultant. She will hold the appointment, on your behalf, giving you 15% of the total appointment sales. She, however, gets all future bookings and recruits from the appointment.

### **4. "NO" MEANS "NEXT!"**

a. Learn to "fall in love" with the word, "no." It is NOT a personal attack. They are simply saying "no" to the opportunity to try our product. AND, most importantly, they are NOT wasting your time!

b. COMMON OBJECTIONS & CORRECT RESPONSES

- ✓ "I'm too busy!" .... "Then you definitely need some pampering. Busy people get things done, that's one reason I chose you!"
- ✓ "House problems".... "Great! I would love to have you and your friends as guests in my home!"
- ✓ "I don't know anyone" ... "Great! This will give you a chance to make some new friends! Just ask two or three people you know, but don't usually talk to, and have each of them bring two or three friends."
- ✓ "I don't have any money to buy Mary Kay".... "Great! Did you realize that you can get your products at a reduced cost or even FREE when you share your facial with friends who purchase the product?"
- ✓ "I don't use makeup!"... "I can appreciate that. I believe you will be really impressed with our skin care. I would certainly value your opinion, and I believe you would have fun with it."
- ✓ "I've been using Brand 'X'"... "Great! I've heard a lot about that product, but I've never tried it. I would love your opinion of how Mary Kay compares to Brand X, and this would really help me later. I will be talking with others who use your brand too, and your opinion will give me a good comparison."
- ✓ "I'm allergic" ... "What product did you try and when? (They should remember exactly what they tried and when --- if its before 2001). Well, our skin care line is completely new and all of our products are hypoallergenic and noncomedogenic. We even have a line for hyper-sensitive skin. Are you willing to lend me your 'hand' to try them again and see how you like them? Always remember, we have a 100% customer satisfaction guarantee, so you can't go wrong and you can still be one of my 30 faces by lending me your 'hand!'"

**5. DO YOUR 10 OR 2 EVERYDAY, MONDAY-FRIDAY, AND TRACK YOUR RESULTS USING YOUR MONTHLY TRACKING SHEET. MAKE 10 PHONE CALL ATTEMPTS (ONLY TEXT AFTER THREE ATTEMPTS) EVERYDAY WITH A GOAL OF BOOKING TWO NEW APPOINTMENTS EACH TIME. FOR EXAMPLE: IF YOU CALL THE FIRST TWO PEOPLE AND BOTH BOOK, YOU HAVE COMPLETED YOUR 10 OR 2 FOR THE DAY!**

**‘PEOPLE I KNOW WITH SKIN’ BOOKING SCRIPT:**

“Hi, \_\_\_\_\_, this is \_\_\_\_\_. I am SO excited! Do you have a quick minute? (Pause) Great! The reason I’m calling is I just started my own business with Mary Kay, and I could really use your help! (Pause) **My director has challenged me, as part of my training, to practice on 30 faces in 30 days. Could I borrow your face?** (Pause) Great! I’m booking appointments for this week and next. Which works best for you? (Pause) Great! Morning, afternoon or evening? I have \_\_\_ OR \_\_\_\_\_ available. Which would work best for you? (Pause) Great! OK. Now, it’s totally up to you, but you can come to me, or I can come to you, which would you prefer? (Pause) Great! Do you think you could find a couple of friends who could join you so I can finish my 30 face goal faster? (Pause) Great! I’ll text/call you the day before with directions, and you can tell me your headcount at that point and time. In the meantime, I have you down for \_\_\_\_\_. Thank you SO much!”

**‘PEOPLE I DON’T KNOW WITH SKIN’ (REFERRAL) BOOKING SCRIPT:**

“Hi, \_\_\_\_\_. My name is \_\_\_\_\_, and I’m a friend of \_\_\_\_\_. Do you have a quick minute? (Pause) Great! The reason I’m calling is because I have a SURPRISE gift of pampering from \_\_\_\_\_ to you! SURPRISE! (Pause) Do you have a minute for me to explain? (Pause) Great! \_\_\_\_\_ wanted you to have two options on your pampering. You can choose between a Pampering Facial (perfect if YOU or your face are stressed out in anyway) OR a Customized Color Makeover (which includes a custom color look for the \_\_\_\_\_ season)! Which would you prefer? (Pause) Great! I’m booking appointments for this week or next. Which works best for you? (Pause) Great! Is a weekday or weekend better for you? (Pause) Morning, afternoon or evening? (Pause) Great! I have \_\_\_ or \_\_\_ available. Which would work best for you? (Pause) Great. OK. Now it’s totally up to you, but you can come to me, or I can come to you, which would you prefer? (Pause) One more thing, part of your gift is that you can share your appointment with up to five friends! It’s part of your gift from \_\_\_\_\_. I’ll text/call you the day before with a confirmation that includes directions. At that time, you can tell me if anyone is going to join you. I have you down for \_\_\_\_\_ at \_\_\_\_\_ at my office/your place. Have a great night!”