

MK Basics 2: 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: COMPLETE A ‘POWER START’ = 30 FACES IN 30 DAYS

Keep in mind, your **FIRST Power Start** is just for practice. So don’t stress out! Use our **Get Facials Script** as your “training wheels,” reading it word-for-word at EVERY appointment until you feel confident. You’ll find that you’ll need to refer to the script less and less as you see more and more faces. Remember, **FACES TAKE YOU PLACES**. If you aint seein’ faces, you aint goin’ places. So, **challenge yourself** to complete your FIRST Power Start in your first 30 days! The repetition WILL breed confidence! Trust me!

Once you complete your FIRST Power Start, you’ll become addicted to the power of the Power Start. As a Mary Kay Independent Beauty Consultant, 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 avg.) = \$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 IN 3 EASY STEPS:

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

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)

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.

REMEMBER, "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 it’s before 2001). Well, our skin care line is completely new and all of our products are hypoallergenic and non-comodogenic. 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!’”

DO YOUR 10 OR 2 EVERYDAY, MONDAY-FRIDAY, AND TRACK YOUR RESULTS USING YOUR MONTHLY TRACKING SHEET. MAKE 10 ATTEMPTS (CALL OR TEXT) 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!

3. GRAB YOUR PHONE, CONTACT LIST, AND HIGHLIGHTED DATEBOOK: IT’S TIME TO ‘BOOK YOUR BUNS OFF’ BY USING THE FOLLOWING SCRIPTS (DO NOT ALTER THESE SCRIPTS AT ALL. THEY WORK SO YOU CAN WORK. TRUST THE PROCESS)!

'PEOPLE I KNOW WITH SKIN' TEXT BOOKING SCRIPT (ADD EMOJIS):

TEXT #1: *"Hi, _____, this is _____. I am SO excited! Do you have a quick minute?"*

TEXT #2 *"Great! The reason I'm texting is I just started my own business with Mary Kay, and I could really use your help! **My director has challenged me, as part of my training, to practice on 30 faces in 30 days. Could I borrow your face?"***

TEXT #3: *"Great! Thank you SO much! I'm scheduling appointments for this week and next. Which works best for you?"*

TEXT #4: *"Morning, afternoon or evening?"*

TEXT #5 *"I have ___ OR _____ available. Which would work best for you?"*

TEXT #6: *"Perfect! Now, it's totally up to you, but you can come to me, or I can come to you, which would you prefer?"*

TEXT #7: *"Super! I have you down for _____(day), _____(date). I'll text you a reminder text 24 hours in advance that will have the address to my home studio (so it's fresh on your phone). One more thing, do you think you could find a couple of friends who could join you so I can finish my 30 face goal faster?"*

TEXT #8: *"Thank you SO much! See you soon!"*

'PEOPLE I KNOW WITH SKIN' CALL BOOKING SCRIPT:

"Hi, _____, this is _____(first name). 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! Thank you SO much! I'm scheduling 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) Perfect! Now, it's totally up to you, but you can come to me, or I can come to you, which would you prefer? (Pause) Super! I have you down for _____(day), _____(date). I'll text you a reminder text 24 hours in advance that will have the address to my home studio (so it's fresh on your phone). One more thing, do you think you could find a couple of friends who could join you so I can finish my 30 face goal faster? (Pause) Thank you SO much! See you soon!"

CONFIRMATION TEXT (SEND 24 HOURS IN ADVANCE OF APPOINTMENT)

"Hi _____ (first name)! It's _____ (your first and last name) with Mary Kay. This text is to confirm your _____ (time) pampering appointment for tomorrow _____(day), (date), at my home studio located at _____ (your address). Will anyone be joining you?"

'PEOPLE I DON'T KNOW WITH SKIN' (REFERRAL) TEXT BOOKING SCRIPT (ADD EMOJIS):

TEXT #1: "Hi, _____. My name is _____(first and last name), and I'm a friend of your friend _____ (first and last name). Do you have a quick minute?"

TEXT #2: "Great! The reason I'm calling is because I have a SURPRISE gift of pampering from _____ (first name) to you! SURPRISE!"

TEXT #3: “ _____ (first name) wanted you to have three options on your pampering: (Text Pampering Menu graphic from the Pacesetters Lesson 1 section)

TEXT #4: “Which would you prefer?”

TEXT #5: “Great! I’m scheduling appointments for this week or next. Which works best for you? (Pause) Morning, afternoon or evening?”

TEXT #6: “Perfect. I have ____ or ____ available. Which would work best for you? (Pause) Perfect! Now, it’s totally up to you, but you can come to me, or I can come to you, which would you prefer?”

TEXT #7: “Super! I have you down for ____ (day), ____ (date). I’ll text you a reminder text 24 hours in advance that will have the address to my home studio (so it’s fresh on your phone). One more thing, your gift includes the opportunity to share your pampering appointment with up to 5 girlfriends at no charge. You can come solo or with friends.”

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

“Hi, _____. My name is _____ (first and last name), and I’m a friend of your friend _____ (first and last name). Do you have a quick minute? (Pause) Great! The reason I’m calling is because I have a SURPRISE gift of pampering from _____ (first name) to you! SURPRISE! (Pause) _____ (first name) wanted you to have three options on your pampering: a Transforming Facial Treatment, a Signature Spa Experience OR a Customized Makeover. Which would you prefer? (Pause...if they need more details, text the Pampering Menu graphic under our Pacesetters Lesson 1 section) Great! I’m scheduling appointments for

this week or next. Which works best for you? (Pause) Morning, afternoon or evening? (Pause) Perfect. I have ____ or ____ available. Which would work best for you? (Pause) Perfect! Now, it's totally up to you, but you can come to me, or I can come to you, which would you prefer? (Pause) Super! I have you down for ____ (day), ____ (date). I'll text you a reminder text 24 hours in advance that will have the address to my home studio (so it's fresh on your phone). One more thing, your gift includes the opportunity to share your pampering appointment with up to 5 girlfriends at no charge. You can come solo or with friends."

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