

How To Book Your First 8 Classes

Holding classes within your first two weeks of business is the most important part of your training! We always book “extras” (also called double- or triple-booking) because hostess’ plans do change, and we are always prepared for postponements. Here are a couple ways to start:

1. Make a list of all the people you know with skin.
2. Telephone...and enthusiastically USE THESE WORDS...THEY WORK!!!
“Hello _____, this is _____. Do you have a minute?”

If they say NO, say **“Great. When would be better for me to call you back, tonight or tomorrow? I have some exciting news for you.”** (You give them the choice, but do not leave it open-ended. If you do, they may suggest you call them back in a few months!)

If they say YES, say: **“Great! I AM SO EXCITED! I just got into business for myself and I’m teaching skin care with Mary Kay. As part of my training, my director has challenged me to get the opinions of (insert number) women this month with regards to our incredible product line this month. I am calling because I knew I could count on your help. What would work better for you, this week or next? (they choose a week) Great! I have _____ or _____ open.”** (insert multiple days/times so they get to pick but it’s still in your time frame).

“Because I shared with you my goal of getting the opinions of ____ women this month, is there any reason why you wouldn’t find a few women to share your appointment with? I will have a special free gift waiting for you for helping me.”

“I will call you in the next day or two to get the names and numbers of the women who will be joining you.” If she asks why, you can tell her you want to make sure you are prepared with the appropriate products for their skin and color preferences. If she says she’s not comfortable giving out her guests’ information, say, **“I know you and your guests are super busy so I’ll be sure not to take up too much time. I just need to chat with each of them for a quick minute to ensure that I can tailor the party to each of your individual needs and interests. I just want to provide the best experience possible!”** If she still doesn’t want to give out their phone numbers, you can suggest that she could let them know you’ll be calling first so it doesn’t come as a surprise or, as a last resort, ask if she could give you her friends’ email addresses so you can contact them about getting the information you need to be able to bring all the right supplies and they can respond to you. (Be sure to let her know you will not be using the information for sales purposes or sharing the information with anyone.)

3. Do NOT “chit chat” Also, do not try to sell her on how great the product is...all you want is the appointment to share and let her find out for herself whether she likes it or not. (WE KNOW she’ll love it, but she does not know it until she experiences it personally!) DO BE ENTHUSIACTIC... it is “catching” ...and women are naturally curious... if you are sincerely excited, she will be too!!

PRE-PROFILING (when calling the friends):

This is important for a few reasons: yes, you get the information so you know what products to bring, however, it also helps you make a connection so they are less likely to “no show.” Additionally, you can tell them that if they bring a friend, they get something FREE. That means you double the size of the party and are able to get in front of more customers in less time!

Again, BE ENTHUSIASTIC! Here’s what to say:

Hi, _____. This is _____, and I am so excited to be teaching (the hostess name)’s party on (party date). I just wanted to quickly introduce myself and ask you a few questions, so I could be prepared for the party:

- What do you feel your skin is like: dry, normal, combination, or oily?
- What do you currently care for your skin with?
- Is there anything you would like to change about your skin?
- What is your skin coloring: ivory, beige, or bronze?
- What is your eye color? Hair color?
- If you were to pick a lipstick shade, what would you choose?
- If there was anything you could learn from me that night, what would it be?