

94 GREAT BOOKING IDEAS!

Booking is an attitude. If you think you can – You Can! If you think you can't – You Won't!

- 1) Friends, relatives, neighbors, people you work with, people you once worked with, former classmates, people from your husband's work, jobs or organizations, recreation contacts.
- 2) Promotion – Ex: you are getting a promotion to Star Consultant, Star Recruiter, Team Leader, etc. – use with family, friends, former hostesses, etc. In other words, people you know.
- 3) Portfolio – One of the most successful ways to book appointments. All women love to be a model.
- 4) Second facials – to everyone who purchases a skin care set
- 5) To Win – for those customers who couldn't afford all of the product they wanted.
- 6) Selective approach – people you just like.
- 7) Hostess Contest – rebook hostess. Script: I am having a _____ contest and I thought of you!
- 8) Tentative Date Approach – use when a hostess is unsure of the date.
- 9) Facial boxes – put in businesses, doctor offices, restaurants, cleaners, dress shops, anywhere you do business.
- 10) People in your neighborhood or apartment complex – Send a flyer. Or put a flyer on her front door
- 11) You be the Welcome Wagon – new comers to your church or neighborhood.
- 12) Beauty Books – leave everywhere!
- 13) Warm Chatter – use surveys, your portfolio or samplers
- 14) Book to Look – have a basket in center of table and when they book, they get to draw for an extra hostess gift
- 15) Glamour classes – invite preferred customers to your home where they can learn a new glamour look. Great to do when you have new glamour items each season.
- 16) People who have postponed or canceled
- 17) Mother's Day Class
- 18) Birthday Class – all of your customers who have a birthday in the same month

- 19) Clubs, Organizations, Drill Teams, Cosmetology Classes, Home Economics Classes, Physical Education Classes – offer to do a special talk. Draw name (2 models). Get names of everyone attending and follow up for individual consultations
- 20) ½ Price Sale
- 21) Offer a special gift for having 5 people at a skin care class
- 22) Mini Class – have them invite 2 friends for a mini class
- 23) Business cards – spray with cologne and insert when mailing a bill, making a bank deposit, giving a check, paying with cash or credit card.
- 24) Wear Mary Kay pin upside down – people will tell you that it is upside down. Thank them for telling you and offer to give them a FREE facial for being so nice.
- 25) Give your hostess an extra special gift if she has 3 bookings before you arrive to do her class
- 26) Wedding Parties
- 27) New Moms
- 28) Contact Bridal Shops, photography studios, catering services, bakeries, etc
- 29) Fun packages or \$100 bags EX: when your customer sells \$100 of product, she will receive \$20 in FREE product of her choice. All she needs is a beauty book, sales tickets and your business cards.
- 30) Surveys – everyone loves to give their opinion
- 31) Nail Care, Boutique or Gift Classes
- 32) FREE 3 piece skin care set – if she has 3 classes within a 2 week period with 4 fresh faces at each class.
- 33) Booking game – use at classes. Have them write down the names of their friends and phone numbers for referrals. The one with the most names gets a prize.
- 34) Penny Booking Idea – use at classes. Put a penny on a tray. When the customer asks about the penny, explain that when they start with at least a 3 piece skin care set, they can use their penny to purchase 1 item when they share their second facial with 3 friends.
- 35) Promotions or Transfers
- 36) Teachers of your children – Teacher Appreciation Week – offer them a day of Pampering from head to toe. Skin Care, Glamour and body care and fragrance.
- 37) Chamber of Commerce – most cities have a book you can buy with a list of all clubs and organizations. Follow up by calling the program or social chairman and requesting the opportunity to teach skin care at one of their meetings or coffees. Tell them there will be no sales that day. Follow up later.

- 38)Ministers – these people know women who may need some help with self esteem and also may need to work.
- 39)Men's wives and girlfriends – think of all the men you come in contact with each day. Ex: insurance men, repair men, husband's friends, postman, UPS man, men that you work with. They all have wives and girlfriends. Don't forget them.
- 40)While vacationing – remember we have no territories. Always take your case and mirrors with you on trips. You can get lots of business and recruits! It is relaxing, fun and tax deductible!
- 41)Nursing homes – these people need attention and can become your best customers.
- 42)Business, Modeling or Beauty Schools – a wonderful source for skin care and glamour presentation.
- 43)Hotel, motel and restaurant employees – contact the manager. They love for their employees to look their best.
- 44)Conventions – ever think about what the wives have to do at conventions? Find out who the manager is of the hotel for these events and you can often have a room to give facials to the ladies.
- 45)Referrals – always ask for referrals from each person you come into contact with. Make this a habit.
- 46)Fashion Shows – offer to do the models or set up a booth and offer a drawing.
- 47)Miss Teen Contest, pageants, etc. – offer to do a model or set up a booth and offer a drawing.
- 48)Drama and Theater Groups – these people must have makeup!
- 49)Tupperware, Home Interior Sales people – they like to look their best and may share their names.
- 50)Pre-profiled guest list – any guest you have pre profiled that was unable to attend the class.
- 51)Sample booking – staple samples to your business cards. When you meet someone you would like to book – tell her you're doing a "customer acceptance survey" and would they test you product for 24 hours. Then call them and ask how they liked the product and ask for her opinion of our skin care and book her for a skin care consultation.
- 52)Halloween Booking – give out a small facial certificate to all the children offering their mom a free facial.
- 53)Bookstore booking – call bookstores and offer to do a promotion on Mary Kay books by setting up a table and displaying their books.
- 54)Beauty Salons – call and offer to do facials on their customers

- 55) Re-order bookings – offer your customer a chance to win their re-order FREE by booking a class.
- 56) Fundraising groups, women's clubs, churches, etc – offer a percentage of sales for their project.
- 57) PhotoMat Sales people – drive up and look at photo albums for your portfolio. Tell them what it is for. Offer her a before and after makeover
- 58) Telephone Solicitors – listen to her sales presentation, decline politely, tell her you are in a contest to give away FREE makeovers to the next 10 women you talk with and she is a lucky winner!
- 59) Anyone who sells you something – your way of thanking them for being so nice.
- 60) Booths – you can setup booths at arts and craft fairs, bridal shows or any place you can display your product. Remember you are not allowed to sell from a booth, only take booking leads.
- 61) Sororities and Frats – contact college sororities and frats
- 62) Graduates – schools and back to school
- 63) Lip on card – punch a lips hole on your business card and staple a lip sample to hit having the color show through the hole. Great warm chatting tool!
- 64) Portfolio – before and after pictures
- 65) Hot Lip parties – model class at meeting
- 66) Glamour Shops – introduce New Spring, Summer, Fall and Winter Looks
- 67) Scavenger Hunt
- 68) Silent shows – fun packets
- 69) Preferred Hostesses – 20 customers, 3 shows a year = 20% off a fragrance of her choice
- 70) Facial through mail – send foil samplers with beauty book to try for several days. Then call back.
- 71) Mother/Daughter – Mother/Daughter before and after pictures – great idea for Mother's Day!
- 72) Holiday Glamour
- 73) Tuesday Night Model
- 74) Seasons Best – 1 product highlighted
- 75) Gift certificates for makeovers/Holidays

- 76) Pool Party – Summer looks around a child's pool
- 77) Cards with husbands – tips – when your husband goes out for lunch, he leaves your business card with his tip.
- 78) Gift giving service – Executive Shopping letter
- 79) Open House – Ex: Holiday, Spring Fling, Summer Bash, Back to School
- 80) College dorms and high schools – leave your business cards and some beauty books
- 81) Country Clubs, programs for women
- 82) Anniversaries – offer to do a makeover before dinner
- 83) Sun Care shows – skin wellness program
- 84) Cold weather shows – Time to re-profile for Winter
- 85) Day Care Centers
- 86) Lunchtime facials – do the facial on her hand – takes about 10 minutes!
- 87) Take Hand Facial – satin hands clinic
- 88) Model of the Month – Before and After pictures taken with own camera. End of month, one is chosen and receives a gift.
- 89) Fragrance Clinic – fragrance layering
- 90) Eye Clinic – do eye look on half of the face only
- 91) Glamour Clinic – for women who wear glasses
- 92) Oily Skin clinic – Teach “How to” for oily skin customers.
- 93) Dry Skin Clinic – teach “How to” for dry skin customers
- 94) Girl Scout troops – teach the girls how to care for their skin using the Velocity Skin Care system. The girls earn their hygiene badges. Then have sales tickets made up for them to take home to their moms on the Velocity 2 piece set. Then book the Moms!

JUST OPEN YOUR MOUTH! – Do not depend on one idea for bookings! Use many. Booking is truly the lifeline of your business. Master your booking skills and you will sell.

TIPS ON BOOKING

- 1) Look sharp
- 2) Be enthusiastic
- 3) Get the dollar signs out of your eyes. Have her interest in your heart.
- 4) When you knock on the door for an appointment; think bookings, bookings, bookings. It's better to have a \$100 class with 2 bookings, than a \$200 class with no bookings!
- 5) Think of your customer's best interest, not yours

- 6) Look and act busy
- 7) Have date book full, even if it's with birthdays, anniversaries etc.
- 8) You select the date. Give them a choice of 2 times
- 9) Book close in – never book over 2 weeks away.
- 10) Make your hostess feel special
- 11) Have a booking going at all times
- 12) Remember to always overbook – we always have postponements
- 13) Always send thank you notes to your hostess in advance.
- 14) Remember booking is sharing.
- 15) Remember you won't book everyone you ask.
- 16) Have a booking goal each day.
- 17) Try each idea 5 times!
- 18) Remember booking is a numbers game.
- 19) Follow the 3 foot rule – Anyone coming within 3 feet of you is a booking prospect.