

## HOW TO AVOID POSTPONEMENTS BY Judy Kawiecki

I am hearing some of you say you are having problems keeping things on your books, please try this and I think your classes and facials will hold somewhat better, remember we are in the kind of business that is not life and death, postponements are a way of life. just like the beauty shops and nail salons.....keeping 3 times more on your books than you think you can hold will maintain you the 1 out of 3 holding that we all need.

1. Do you immediately send a "thank you for scheduling" postcard as soon as you get the appointment on your books? Like ... "Dear Mary, I'm really looking forward to your skin care class next Tuesday, April 11th. You and your friends deserve this fun, pampering time without having to be "mommy" for a while. We'll start promptly at 7 p.m., so be sure your friends arrive ahead of time so that they won't get left out. If your friends are half as nice as you, I know we'll have a great time! Warmly, Michele"

2. Do you get the hostess' guest list and call each person to pre-profile them before the class? I tell the hostess she can invite as many friends as she would like, but only the first five to confirm their reservation will be able to participate. The others can be on a waiting list in case someone can't come at the last minute or they can come just to observe or they can, of course, order to count toward your hostess credit or they can book another appointment with me and that, too, would count toward your hostess credit. Then, I "try" to contact each one ahead of time and I say, "Hi Cindy. This is Judy Kawiecki with Mary Kay. I'm looking forward to meeting you next Tuesday night at Mary's skin care class. You're going to love being pampered, having fun girlfriend time and looking great when you're done. I need to find out a little bit about your skin care needs before then, do you have a minute to answer a couple of questions so that I can have your tray prepared for you when you arrive?"

(If she says yes, then start by asking the personal information . . . in the upper right hand corner of the Customer Profile, then on to the skin care questions on the left and lower right) If she says no . . . then say, "When would be a better time for me to catch you for a minute or two?"

After you have all the Customer Profile information, say, "We're going to have so much fun. You'll want to arrive ahead of time so that we can start and end on time and you won't miss out on a thing. This will be a relaxing, pampering time just for you when you won't have to be "mommy" to anyone. There is no obligation to purchase anything, however, for your convenience, I will have products there for you to take home with you if you like, so, you'll want to bring your purse, just in case. Can't wait to see you next Tuesday night."

It's in the challenging times that we learn the most. Continuing your attitude of positive expectancy is essential. Believe that what you are experiencing now will help you grow strong and prepare you for the great things ahead. I believe this. Mary Kay has reminded us over and over never to compare ourselves with others. Everyone must get their experiences (sooner or later). You're getting these "bumps" out of the way now. That can be cool! Mary Kay says that when we compare ourselves with others, we're always comparing our weaknesses with their strengths. Focus on comparing you with you, today versus yesterday . . . working with a positive attitude and determination to be better each day than the day before.

3. Last question. How do you feel about being a Mary Kay consultant? Do you feel like you are asking favors of others? Or do you understand that this is an incredible business opportunity

where we get to serve others and make them feel pampered, pretty, special, relaxed and cared for? This is what makes us stand apart from other cosmetic companies and from other Direct Selling companies. People aren't coming to sit on a couch with 10-12 other women to watch a demonstrator talk about her products. They are able to step back from their hectic lives for an hour or two to feel pampered, actually experience the product, learn how to use it, feel pretty when they leave and . . . take the product home with them if they choose to.

It's a relationship-building, learning experience... not a sales experience like others. When people ask me what I do. I always say, "I own my own business. I do teach skin care and do Before & Afters like in the magazines and I love what I do". This says a lot. It doesn't say, "I sell Mary Kay". I talk about my service. It says that I teach and they know before anything that I love it. It creates a positive environment for the rest of the conversation. People love teachers and they're intrigued and, frankly, envious of anyone who loves what they do. I don't give them a chance to be negative. I've always tried to compare what I do to working for someone else. When you work for someone else, it's at least two weeks before you get paid. When you work for someone else, you usually work 40 hours per week and in two weeks; you would have worked 80 hours before your first pay. 80 hours, in my opinion, in Mary Kay is like 20 skin care classes at least and that's allowing 4 hours for each class . . . packing, driving there, doing the class, coming home and unpacking (very fair hours since you're only really working while you're there 1-2 hours at the most . . . we can hardly really count the packing, unpacking and driving time since we don't when we work for someone else). So... we need to be patient in the beginning training time.

4. When you call to schedule an appointment. Assume that they will surely be excited about scheduling a time to be pampered and have fun with their friends . . . "Girl's Night Out". So you won't want to ASK if they're interested. You assume, of course, they will be. You'll want to say something like this . . . "Mary, this is Michelle Pauls. I couldn't wait to call you. I've started a new business. I teach skin care with Mary Kay. We do fun before & after pampering sessions and I knew that you would be interested in a Time Out Pampering session for you and your friends. I wanted to make you a priority in my schedule. I have the following times saved in the next couple of weeks. Which would be best for you? Next Tuesday afternoon or Wednesday or Thursday night? Great! Did I mention that you could share your time with a few friends and . . . I'll work with you so that you can get some products or gifts free! How does that sound?"