



A PERFECT “ON THE GO” SCRIPT!

Thanks to McCoy Sr. Director Ginny Plutte for this message, took the liberty of changing things slightly to make it congruent with our 5 ways of selling! Have a blast as you book your Holiday Connections! And remember, the more customers you have the better your boutique sales and Open House participation!

The 15 Minute ON THE GO

I've learned that when I am already in front of a guest at a an “ON THE FACE” or “ON WITH THE SHOW,” she is going to *fall in love with the products* and I am also hoping she *falls in love with me*. That's why it's easiest to book SHOWS from SHOWS! If what you're doing is working, and your books are full, keep doing what you're doing. You're on a roll!

The greater challenge is with those **warm chatter** leads and **referrals** that you got at the grocery store, who met you briefly when you were in your sweats (face on of course!) and you had your kids with you. She didn't get to fall in love with MK and she is not sure she wants to spend an hour with you. You've called her and she hasn't called you back. When you reached her she said she is too busy and to try her next week. And the leads from **fishbowls/facial boxes**, they don't know you at all.

I KNOW if you could get in front of those women for a 15 minute On The Go looking sharp, face-to-face, with a basket of goodies, your ON The Go questionnaire and samples and make her feel special ... *she is going to love MK, love you, and the booking will be a snap.*

Here are some ideas:

THE CALL: Timing is everything. You want to call her when you can actually meet with her in the next few days. Try calling Sunday evenings and set up **15 Minute ON THE GO'S** to fill in your week

THE DIALOGUE: “Hi Sue, this is _____. You don't know me but you entered your name in the drawing at _____ to win a pampering session and makeover. Do you remember? Great. Well guess what? (pause) You won!” (She's excited.)

“Sue, when was the last time you got some pampering?” (She thinks, and it has been way too long.)

“Sue, congratulations! What I do is arrange a quick, 15 minute On The Go.... Kind of like a “house call,” in the next day or so. I know you're busy, so this keeps it short and sweet. At that time I'll give you a hand pampering treat, leave you some MK goodies, ask you a little about your skin, and show you the looks you can choose from for your makeover. Then we can set up your **FULL** pampering session. Do you work during the day, or do you have a flexible schedule?” (Offer her 2 choices until you have a time booked. Ask for directions. Thank her.

THE BASKET: In your basket/tote, have your Satin Hands Demo Set and a “goodie bag” for her. Include your ON The Go questionnaire (see my web site if



you need them!) Use the small Mary Kay plastic bags with: Look Book, Lipstick sample, purse size Hand Cream, Microdermabrasion sample, and a Skin Care Profile. Have your current HOSTESS GIFT, Hostess fliers, your date book, and a pen.

YOU: Look the part from head to toe.

THE VISIT: Make a great impression by arriving on time. Smile, extend your hand, etc. Thank her for having you into her home. Ask to start in the kitchen. Decide exactly which On The Go you want to do that day! Be prepared with the samplers, questionnaires, AND retail product TO SELL! ☺

Demo the product and ask her about her, her family, whatever. FOCUS ON HER. Empty out her goodie bag and share how to use things. Fill out the profile with her. Complete the ON the Go questionnaire. Show her the looks and ask her which one she'd like to try at her full pampering session. Book her for that. Let her know she can earn the Satin Hands Set she tried when she has 3 friends join her or when she has 5 join her she can earn the Microdermabrasion Set. (You can fill in her guests on the profile card if it works for both of you.) *Ask for permission to **call her the next day** to get the rest of her guest list and to find out who is coming. Thank her again, "I hope you enjoyed this pampering. It is just a taste of what's to come. Thank you for your time."*

SCHEDULING: Be smart. If you have a 7:00 class, schedule these before your class because you're already dressed, etc. Schedule a few together in a block on one morning (9:30, 10:00, 10:30 and 11:00.)

Booking this way is successful because it is quick! Guest lists are in your hands within 24 hours because when you call the next day they are still excited and they didn't have enough time to "over-think", get disorganized, etc.

Because it really is all about the relationship, this time is very valuable. You haven't focused at all on selling during this appointment. You made a connection and whichever On The Go you presented sells itself! Try before you buy works! And working FULL CIRCLE allows you to book for a future appointment to share with friends and talk about HER. She can be your next team member!

ON THE GO'S are also FABULOUS for hostess coaching (esp if the show is booked more than 10 days in advance!) Getting your hostess excited about outside orders means guaranteed sales before you begin your show! On the Go's are fabulous for CUSTOMER SERVICE! Your clients deserve YOUR face to face service at least 2-3 times a year! A perfect compliment to your PCP mailings and bookings!

Another CRITICAL thing to EVERY presentation whether ON THE GO, SHOW, INTERVIEW ETC.....is to remember..... it includes 3 parts:

OPENING: learn about her

BODY: the presentation or demonstration

CLOSE: the results! The closing questions! What you are there for! ☺ **Focus on her, Focus on her, Focus on her!**