



# DO YOU HAVE SNOW BLINDNESS???



The **CHALLENGE**: A "WHITE" datebook with no ink (Snow Blindness)

What to **DO ABOUT IT**: Getting appointments **ON THE BOOK**!

The **CONFLICT**: Reaching people on the phone!

The **SOLUTION**: **GO WHERE THE PEOPLE ARE**!

Let's face it! In the days of "do not call list" mentality, caller ID phones, answering machines, **BUSY** people (what's new?) etc., if someone doesn't want to talk to you, they can certainly avoid it! So..... how can we work around this dilemma? Here are a few suggestions:

1. When you first get someone's number, get their **HOME, CELL PHONE & WORK** numbers and ask permission to call them on their cell phone or at work. They must answer that phone! **BUT.....** make these calls quick and to the point! I always ask "Can I put you on my mailing list? How about my e-mail specials list?"
2. Don't use a phone that comes up "Private number" or "Blocked". You are just setting yourself up for a no answer. Many people will not even answer these calls at all!
3. Consider your calling times..... I have found that the very best time to reach people is late Sunday afternoon or evening, or Saturday morning about 10:00 AM. Next best is about 5:30 in the afternoon, but keep these calls brief since that is getting towards dinner time!
4. Work "in person" whenever possible! **YOU CAN BOOK THE APPT. TIME RIGHT ON THE SPOT!** Carry pre-made postcards with info about **YOU** (photo, phone, address, web site, title, etc.) **ON IT WITH A SPACE TO FILL IN THE TIME/DATE/ LOCATION** you will meet. Also have it updated to include the **LATEST SWEEPSTAKES** info with your web-site info and how to register on it. Hand her one immediately when you book her and then **MAIL HER ONE** immediately as well if the appt. is more than 2 days away! You **Coach HER** just like you coach a hostess to invite and re-invite her guests at a class... only here **YOU** are the acting hostess. It's up to **YOU** to keep her enthusiasm level and interest in the appt. high. She will show up/be there for the appt. if **YOU** are excited and show it **AND** she knows **WHAT'S IN IT FOR HER!**

Get out of the mentality that you must book **A CLASS** for **AN EVENING**! Lots of people don't live that way anymore! Capitalize on the **"DO IT NOW"** mentality and rather than call it a **"CLASS"** call it what it is! It's a 'girlfriend gathering' - We **SIMPLY DO NOT** have enough time with girlfriends in today's world. **YOU** can help women 'connect' and 're-connect' with family and friends.

Here are a few booking idea times:

1. A **LUNCH BUNCH** makeover at an office! It is simple enough to get 3-5 people in an office break room to do a quick lunch time makeover while eating! These have to be quick, though! You must be completely through in an hour, so be prepared to move quickly!
2. An **AFTERWORK** get together at someone's home at about 5:30!
3. A classroom party for teachers at 3:00 or 3:30!
4. A mom's day out at a park! Take warm washcloths in an insulated bag! You can visit a park with **YOUR** kids, get some names and plan to come back the next day to hold the makeovers! Hire a sitter to watch everyone's kids!
5. Clubs and other activities that women do often are opportunities to book! Do you know someone who is part of a scrapbooking club? Wouldn't it be fun for the women to have a makeover first, **TAKE PICTURES** of the event and then come back another week to scrapbook those pictures!
6. Capitalize on women who are in to self improvement! Find them at the fitness centers, the hairdressers, the weight loss places! After you approach them, **BOOK THEM** for a definite day and time! Have your datebook with you and **FOLLOW UP WITH A POST CARD!**

Get creative!!! Think outside the box for booking opportunities! Wherever there are women (young or old!) and they have **SKIN**, there are **BOOKINGS**! So often, when I started my business and I could work only a **FEW #** of hours, I always included doing a "model" at **EVERY** Mary Kay training event/meeting I went to. I was a bit shy, so this gave me someone to walk in with, helped me **EARN** while I learned, and I always knew my Sales Director would be nice to my guests and make them feel special. I turned **MANY** facials at meetings into classes as the "next step" for someone curious about our career. And I turned many facials or hostesses into a guest at my next Mary Kay 'event' as the "next step" for someone I wanted to work with as a Team members. **WORK FULL CIRCLE** and soon you will find you are actually "dovetailing" (what's that?!) your extra appointments to your team members! Yeah!