

## Basic Booking Information

By NSD JoAnne Barnes

Don't reinvent the wheel. Work your business the way Mary Kay intended. During the past several months, I've heard quite a few consultants say things like, "I need to get out and meet some new women -- my date book is blank" or, "I've used up all my friends and family and now I don't have anyone to book!" I'm thinking that there's a disconnect going on -- Mary Kay Cosmetics didn't become the #1 best-selling brand through consultants going to Target and the mall and "meeting women" to book. Nor did Mary Kay Cosmetics become #1 through consultants buying lists of names to call for bookings or by putting out fish bowls and a display to collect names at business fairs and crafts fairs.

Here's how Mary Kay set it up - how it has always worked - how it has worked for me and how it still works today.....

A new consultant holds her first 5 classes -- her Perfect Start -- with her 5 best friends and family members (for me, it was my ONLY 5 friends and family members!) as hostesses. Thank goodness it doesn't end there -- or my business would have come to a screeching halt 11 years ago! FROM THOSE APPOINTMENTS, SHE BOOKS EVERYONE (including the hostess -- who is having her first facial) for a second appointment.

Why is that second appointment needed? First off, she's only had skin care and a bit of lip and cheek color at the first appointment -- the second appointment is for concentrating on color selection, pencils, and application techniques. This is where one of the big gaps is happening I think -- consultants are giving in to the urge to apply a complete color makeover at the first appointment. This is like shooting yourself in the foot. Also, sometimes new consultants are seeing this (whole makeover) done at unit meetings and, if they're not watching their training video and reading their Career Essentials, they don't realize that it's not the correct way to conduct their daily business.

Second, the customers get to earn FREE product at their second appointment! Third, and most important for YOU the consultant, the second appointment is where you meet who SHE knows. THIS IS YOUR LIFELINE! If you follow this formula, you will NEVER "run out of faces". You will NEVER "have to go meet women". Instead, meeting women and doing warm chatter booking will always be a fun supplement you can do when you come across a pleasant, sharp woman you'd like to have in your life!

As many of you know, I have done very few 6-person classes in my career. However, I have always followed that classic Mary Kay booking guide of doing only skin care (and a touch of color) at the first facial , then coaching my customer to have a few friends join her for the custom color makeover. Usually, for me, they have 1 - 3 friends. That's plenty to keep the chain going!

If you have 5 women, who each have a sister and a friend join them for their second appointment, you now have 10 new customers. Most likely, 10 new Miracle Set users. If 7 of them (there's always a few that don't or won't follow through with the second appointment right away) have 1 - 2 at their color makeover, you've already had more success than you're likely to have with 75 warm-chatter names -- and a lot less time invested and/or wasted!

Now, how do you recover if you've held appointments and never held a second appointment (perhaps because you did the WHOLE works at the first appointment)? Make a list of all your customers who haven't had a second appointment and call them! Say something like, "Mary, guess what? It's time for your customized color makeover!! And it's perfect timing -- what with autumn being just around the corner! We'll select a look just for you, keeping in mind your wardrobe, and your lifestyle! And Mary, I want to make sure you get products FREE so be sure to have a couple of your friends -- didn't you mention your sister-in-law? -- join us. Here's how the free product works....." Then, go on to explain free product and find out who she's likely to have join her. I always say, "who are the ladies most likely to be the ones you'll ask?" Then you've got an idea -- maybe 8 names pop into her mind immediately or maybe she can only think of her mom and needs a bit of help brainstorming.

You know, when I received my first Mary Kay facial, I tried to cancel because the people I'd invited pulled out at the last minute. My consultant wasn't too experienced, but she followed the book! And she said, "Let's see who else we can replace them with!" She proceeded to brainstorm with me till we had 3 other women in mind, all of whom I invited and they came! Thank goodness Dawn didn't say, "Well, ok Patty -- if you can't get anyone, we'll just cancel for now.....or postpone....."

Always remember, Mary Kay success is based on a simple PROVEN system that works. Let it work for you!!