

Booking for a Full Class THE SHOW MUST GO ON!!!!!!!!!!

You know what? I have always wondered why we "BEG" to get a "full house" (6) in attendance at our skin care classes! Are we guilty of booking by saying,

"All you need to do is have two or three guests?" If so, you just cut your sales in half, you bookings in half, and your prospect to recruit in half! How sad!! I wonder what would happen if you used the words I always used to turn a facial (or check up facial) into a class!

" Sally, I know you are like most women and are a BARGAIN Shopper! Right??? Did you know that I am allowed to give you FREE PRODUCT when you share your facial with your friends? (Wait for response) I also know that you have many, many friends and I hate to limit you.. So don't get upset with me! But, I can only allow you to invite SIX! That is because I want to make sure I can give each one of your close friends the attention they deserve. But... let's not worry about it because we can do additional classes to make sure we don't exclude anyone, and it will only serve to earn you FREE product! So, when you give me the list of your SIX CLOSEST friends and I will make sure I call them in advance to record their skin types and bring a personalized gift for them. They will appreciate YOU so much for your sharing spirit and their FREE GIFT GOODIE BAG."

Now I know the next question is, WHAT'S IN THE FREE GIFT GOODIE BAG? I would put a color card or individual demos, a sponge tip, a cotton ball, and perhaps a fragrance or lotion sample for them to take home. You can get small cello bags at a paper outlet or Hobby Lobby in the jewelry section.. and tie up with a bit of curly ribbon! If you want to be really cute, you could print her name on the back of your business card, hole punch one corner and thread through the curly ribbon. Be sure to put all the EXTRAS in the one for the hostess (demo pencils, lip-gloss, and maybe her thank you gift)... the object is to make it look BIGGER and BETTER! Then present hers LAST with a lot of fanfare! You want everyone to want to be in her place!

Overcome Shyness.

Walk the length of the mall, make eye contact, smile and said "Hi" to everyone.

Go back the second time only this time, make eye contact, smile and say, "Hi, how are you today?"

Friends and relative are NOT going to take you to the top.

I am strongly opposed to the word "warm chatter". Go "friend finding". I feels that warm chattering makes people feel as if they are out there hunting for someone.

See yourself as a physician and you are prescribing for the future of their skin. If you go to a doctor and he prescribes medicine, chances are he will not let you continue using it for years without having you come in for a check up. Set up a "check up facial" for your clients twice a year, spring and fall. Explain to them up front that this is how you do business and you are here to take care of them. Women want to be taken care of. They like to be told what to do.

NEVER HOLD A CLASS WITH LESS THAN 6 PEOPLE.

Praise people in to what you want them to be. Example: Now _____, I know you like bargains and sales, and so that I can offer you these great deals I must always have a minimum of 6 women in a class. _____, you're a sharp lady and I know that you have more than six friends but let's just start with six right now and we'll get the rest at a later date.

She says "OK." You say. "OK _____, you are my partner!! This is all you have to do. Call these women and say "I've got an Independent Beauty Consultant coming in at 6:30 on June 10th and I have reservations for only six women. I'd love for you to come." You just do that and I will call you and get the phone numbers of these gals and call and ask them just a few questions. Is that a deal _____?"

When you call these women you will ask questions 4 and 5 on the profile and then maybe ask them if they like cool or warm colors.

If the hostess calls you the day of and says she cannot come up with a total of six, you just say "Now _____, you just go ahead and call a couple that you have already invited and ask them to please bring a friend because you know I really need 6 women there to be able to offer you this great deal. Ok, see you later."

At the beginning of the class explain to the women exactly what will take place that evening. There will be 3 segments - Skin Care, Basic Glamour, and a private consultation. Say to them: "Relax, I'm not here to make you buy Mary Kay it's my job to teach you good skin care." Let them know that you will meet with them again in seven to 10 days to see how they are doing and you will fine tune everything at that time. (check up)

EXAMPLE: Betsy has just applied her lip color.. you say." Betsy, that lip color is alright but I have some ideas that I think would be great for you and I'd love to show you those at your "check up" appointment." How are you presenting your product? How are you holding it? Romance your product.

During your presentation say things like, "You will use this in the morning and at night." Not "this is to be used". Give them ownership.

When the class is complete, say " Okay now, I've only got about 4 minutes per person so let's start with _____ and then _____ and then _____ "etc. give them the order they are to see you in. Pick up the roll up bag and gently take the first person the arm and take her to where you will be doing your private consultation. Make sure you are sitting a little lower than eye level and say to her. "My job right now is to send you home with your hearts desire, tell me Jeannie, what's your hearts' desire?" **Now BE QUIET.**

Be prepared to overcome objections. Listen with your eyes, lean forward, nod your head, repeat what she said by saying " Ok _____, what I hear you saying is, " and use different words. Then use the FEEL, FELT, and FOUND method. Example: "Now _____, I think I know how you FEEL and I have met other women that have FELT like you. However, I have FOUND."

Sell first

Then tell her you'd like for her to be a business partner (hostess). When getting the date set for her checkup let her know that you have other people wanting that time but you will go ahead and put her name down. BOOK, BOOK, BOOK!

No more recruiting...You are building a talent scout team. Call all of your clients and tell them you are doing a Creating Awareness program. Set a time and do a marketing presentation. Tell them that if they refer someone to you and that person joins our company you will abundantly bless them with \$50 in free product.

If you have someone in a class that you believe would make a great consultant and shows some interest you could say something like this. " _____, would you like to earn \$25.00 in free product? I need an assistant for a class I'm holding Thursday night. It would just be setting up and cleaning up. I really think you'd enjoy yourself and I would enjoy having you?" She gets excited and says "sure".

Now you go home and call your Thursday night hostess and tell her she really needs to make sure there are six women there because you have a paid assistant coming with you. (You are paying her with \$25 in free product). Now this gal goes, helps you, sees how easy it is, and what kind of money you make and there you have it. A NEW TEAM MEMBER!! YOU can do this!!!