

Booking to Build

Do you want to build your customer base? Would you like to offer the career opportunity to more women? Do you want to build your personal team or increase sales? If you do, then booking classes is your answer! Why not try a few of these booking ideas to build your way to your dreams?

A Best-Selling Booker

What woman doesn't love to try lipstick? Independent Senior National Sales, Director Pat Fortenberry uses lipstick samplers as a booking tool. Here's what Pat suggests:

Head out the door with a pocket full of business cards with lipstick samplers attached. Be sure the sampler can be opened without removing it from the card.

When you see a woman who obviously takes care of herself you could say, "Excuse me, but I couldn't help noticing how nice you look. I'm an Independent Mary Kay Beauty Consultant. Would you try this lipstick sampler and let me call you tomorrow to see how you like it?" If she says yes, thank her, get her name and phone number, and ask her the best time to call.

When you follow up, you might say, "Hi, this is _____, an Independent Mary Kay Beauty Consultant. Remember, we met yesterday? Do you have a minute for me to ask you some questions?"

Then ask the following:

1. Did you try the lipstick?
2. Did you like the color?
3. Was it moisturizing?
4. How long did the color last?
5. Would you give me your honest opinion of Mary Kay® products if I treated you to a makeover?

If she says yes, book the class! If she says no, politely thank her for her time and remind her that she has your card if she changes her mind.