



4 WEEKS OF BASICS  
FOR NEW CONSULTANTS

# START-UP SUITES

session #2- BOOKING & COACHING

# INTRODUCTION

Booking is the \_\_\_\_\_ of your business.

Be intentional. Block out your MK time on your \_\_\_\_\_  
\_\_\_\_\_ and in your \_\_\_\_\_.

Imagine that every time you write in your \_\_\_\_\_ you are  
writing a deposit in your \_\_\_\_\_.

Booking is a \_\_\_\_\_ and your thoughts determine your  
outcome.

Don't take it personally - learn to take the \_\_\_\_\_ out of  
the equation. It's \_\_\_\_\_ about \_\_\_\_\_.

This business is \_\_\_\_\_ not \_\_\_\_\_; learn to  
work the numbers.

## The Law of Averages

Book \_\_\_\_\_ hold \_\_\_\_\_.

Book \_\_\_\_\_ hold \_\_\_\_\_.

Book \_\_\_\_\_ hold \_\_\_\_\_.

## Sales Statistics

48% of sales people never follow up with a prospect  
25% of sales people make a 2nd contact and stop  
12% of sales people only make 3 contacts and stop  
only 10% of sales people make more than 3 contacts

2% of sales are made on the 1st contact  
3% of sales are made on the 2nd contact  
5% of sales are made on the 3rd contact  
10% of sales are made on the 4th contact

**80% of sales are made on the 5th - 12th contact**

# MARY KAY WEEKLY PLAN SHEET/HOJA DE PLANEACIÓN SEMANAL MARY KAY

NAME (NOMBRE): \_\_\_\_\_ WEEK OF (SEMANA DE): \_\_\_\_\_

	SUNDAY (DOMINGO)	MONDAY (LUNES)	TUESDAY (MARTES)	WEDNESDAY (MIÉRCOLES)	THURSDAY (JUEVES)	FRIDAY (VIERNES)	SATURDAY (SABADO)
6:00							
7:00							
8:00							
9:00							
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10:00							

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# TIPS & TOOLS

## Tools for Booking:

1. Contact List
2. Scripts
3. Datebook/Calendar
4. Hostess Program

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## Tips for Booking:

1. Be \_\_\_\_\_
2. Use your \_\_\_\_\_
3. Offer 2 dates \_\_\_\_\_ or \_\_\_\_\_
4. Share your \_\_\_\_\_
5. Be \_\_\_\_\_
6. Schedule \_\_\_\_\_ time

Highlight when YOU want to work (in your Weekly Plan Sheet, Datebook, Google Calendar)

Follow the rule for following up - use the Bubble Sheet to track your attempts & write in the dates  
- follow up every 3-4 days until you get a No.

### Virtual Assistants to support your booking:

1. Facebook (use messenger & voice clips)
2. Project Broadcast (\$15/month) texting & messaging Service
3. PostmyParty or Cinchshare for FB parties (\$10/month)

# SCRIPTS TO START

**New:** Hey there (name)!!! I'm SOOOO excited (and a little nervous too)! Just started a new business with MK!♥ As a new consultant, my first challenge is to do 30 practice "faces" who try our core products with me at a quick appointment in 30 days! Could I borrow your face and have you be one of my first 30?!? 😊 I would LOVE that!

We can spa together in person or virtual. What would u prefer?

(She says yes) Great!

Would \_\_\_\_ or \_\_\_\_ be best for you?

Great (book date and time)

Is there any reason u wouldn't want to share your session with friends?

Great! U can get up to a 50% off shopping spree with 5 friends! For every purchase u receive 10% off whatever u fall I love with!!!

(Get her guest list or set up a time within 24 hrs to get guest list)

**Seasoned:** Tweak if you aren't new with I'm in a challenge and moving into leadership...I need to have 30 practice faces in May etc.  
I need 30 womens feedback on our new product line  
I need 30 before and after models  
I need 30 mother/ daughter models for a portfolio  
I want to pamper 30 teachers and nurses in May

Scan here to access  
the BOOKING Board  
full of scripts & info



# HOSTESS REWARDS

## Hostess Rewards

Would you like to hold your session In-Person or Virtually?

You & 3 or more friends!

Receive a **FREE ROLL UP BAG** with 2 or more bookings!



Earn up to a 50% off **SHOPPING SPREE** when you share your appointment!



**5 guests = 50% off**  
5 guests ordering

**4 guests = 40% off**  
4 guests ordering

**3 guests = 30% off**  
3 guests ordering

**2 guests = 20% off**  
2 guests ordering



# CUSTOMER CALL SHEET

Track how many phone calls you make and how many appointments you book.



Fill in contact name.



Put a slash mark when you leave a message.



























































Put an "X" when you speak to someone.



Put a horizontal line when you send a text.



Fill in when you book an appointment!

 _____	 _____	 _____	 _____	 _____	 _____	 _____
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 _____	 _____	 _____	 _____	 _____	 _____	 _____
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Independent Beauty Consultant \_\_\_\_\_

Date \_\_\_\_\_

MARY KAY

# COACHING

An appointment worth \_\_\_\_\_ is worth \_\_\_\_\_.

## What is coaching?

1. \_\_\_\_\_ for your \_\_\_\_\_ & \_\_\_\_\_
2. \_\_\_\_\_ the \_\_\_\_\_
3. \_\_\_\_\_ to \_\_\_\_\_ the \_\_\_\_\_

## TEXTS FOR SUCCESS!!!

All are located in this \_\_\_\_\_.

It is very important to get the \_\_\_\_\_ from your hostess.

How do you do this? \_\_\_\_\_

**Hostess** \_\_\_\_\_: have her send out the party invite (create on \_\_\_\_\_ or \_\_\_\_\_ and then ask her to text you the names and phone numbers of her guests so you can find out their skin type ahead of time & find out what skin care concerns they have before you meet them. Ask for the guest list within \_\_\_\_\_ hours of booking the appointment. SEND YOUR HOSTESS A COPY OF HER \_\_\_\_\_ SO SHE KNOWS WHAT SHE IS GETTING FOR HAVING A SESSION WITH FRIENDS.



# COACHING

**Invite text** I'm sending to hostesses to send out with the invite pic - customize it for you!!!

Hey! So I am so excited to invite you to a MK session i'm hosting! I've been using Mary Kay and my face loves it! I'm having a MK Spa Session on \_\_\_\_\_ the \_\_\_\_\_ at \_\_\_\_\_ to share the love with my friends and fam! It will be a fun girls night/day where we get to learn about skin care and treatments. Will you be one of my guests?

**Guest** \_\_\_\_\_ send out an intro text to all guests:

## text 1:

Hi Susan! This is Nicki, and I am Kayla's Mary Kay Consultant. I am so excited to meet you on Sunday at 1pm What would you say is your biggest skin care concern right now? And what is one thing you love about {hostess}? (send a selfie pic)

## she responds .... start the conversation with her then:

Great! I will make sure to bring products along to help you with \_\_\_\_\_! Is there anything else you are interested in learning or trying at the spa session? *{If you don't know what to recommend - spend time researching on marykayintouch.com what products would help her the most.}*

I usually space the coaching text out every \_\_\_\_\_ to \_\_\_\_\_ days depending on when you scheduled the session.

## text 2:

I will send a few reminders before the session on Sunday at 1pm. Please download this free app so I can \_\_\_\_\_ your treatments. I look forward to seeing your results. Thanks so much! Luv, Nicki (send Skin Analyzer App pic)



# COACHING SCRIPTS

## text 3:

I am so excited to meet you on Sunday at 1pm! Please watch this short video in the form and for filling it out you will receive a \$5 MK gift card from me! 😊 It tells you a little bit about the co. that I represent. { \_\_\_\_\_ } Thanks again!

## text 4:

The party is tomorrow! Thank you ahead of time for being Kayla's guest. 😊 Any last minute questions for me? See you soon!!! (attach the invite again that has the address on it)

How can I copy & paste these texts? \_\_\_\_\_ the \_\_\_\_\_!



*Scan me!*

FOR MORE RESOURCES TO SUPPORT YOU IN COACHING YOUR VIRTUAL & IN-PERSON APPOINTMENTS.



# OVERCOMING BOOKING OBJECTIONS

## *I'M TOO BUSY...*

"I understand \_\_\_\_\_, you know. I'm a really busy person too, so I can appreciate that! It may take us an hour or so to find your special needs & preferences, but after that I can save you an enormous amount of time. You'll never need to go to the mall or stop at the grocery store again for your cosmetics! I can save you money too! Which would be better for you, \_\_\_\_\_ or \_\_\_\_\_?"

## *LET ME CHECK WITH MY FRIENDS FIRST...*

"I can appreciate that, however, why don't we go ahead & schedule it on my calendar & then let your friends know ... if we have to change it we can later [this the the tentative booking approach]. Those that can't come can schedule a different time. Which is better for you, at the beginning of the week or the end?"

## *I'M NOT A BIG PARTY PERSON...*

"That's good because I'm not either. I hold private appointments in my house or yours. When would be a good time for you ... this week or next? ... Etc. Then casually invite her to share her time with a friend or two."

## *IDONT KNOW ANYONE...*

"I can appreciate that ... I didn't know many people before I started my business. Why not just invite a neighbor on both side and we'll ask them to each bring a friend ... what a great way to get to know each other. Now, which is better for you, \_\_\_\_\_ or \_\_\_\_\_?"

## *IDONT HAVE ANY MONEY...*

"I understand \_\_\_\_\_, you are aware that our products are a third to half less than anything at the department stores [just a few \$\$ more than Walmart] and you never even have to pay full price for your products! We have discounts & lots of ways to get it free. Plus, there is no obligation to purchase. I'd just appreciate your honest opinion. Which is better for you \_\_\_\_\_ or \_\_\_\_\_?"

## *I USE XYZ BRAND...*

"Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn't like us at least as well, if not better than \_\_\_\_\_! I would love to get your opinions, is there any reason you couldn't compare your favorite products with us? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, \_\_\_\_\_ or \_\_\_\_\_?"

## *LAST TIME I TRIED MARY KAY I BROKE OUT...*

"I'm sorry you had that experience, may I ask how long it has been? [Explain the product changes]. \_\_\_\_\_ may I ask you what you mean by "Broke Out"? Was it blemishes? [Wrong formula] or little red itchy bumps? [A sensitivity to possibly one of the products doesn't mean she can't use the whole line]. Is there any reason we couldn't work together to find the perfect system for you? Which works better for you \_\_\_\_\_ or \_\_\_\_\_?"

## *IF SHE STILL SAYS "NO"...*

"Tell you what, here's my card/number, if you ever change your mind will you give me a call? I'd love to be the one to show you our products!" OR "Here's my card, if you know of anyone who would like to try our products, would you pass it on?" ALWAYS LEAVE WITH A YES!

# THIS WEEK'S 6-LIST

Complete these challenges this week - text your director your progress!

1

Call the Hotline to fill yourself up  
**641-715-3900 access code: 673365#**  
Changes Monday-Friday around 10am CST

2

Booking Attempts - complete a bubble sheet  
& send a pic to your director.

3

Book & Hold at least 1 training call with your  
Director to continue earning your pearls

4

Create your Weekly Plan Sheet - snap a pic  
and send it to your Director

5

Use the Great Start App and complete at least  
1 educational module

6

Make your Booking Objection Notecards - send a pic  
of them to your Director