

# BOOKING APPROACH

This is the booking approach you should use in booking your first 8-10 classes, it is a proven approach and the results are that you hold your training classes.

**H - I can use your “HELP”:** Friend or family member

**O - I would really value your “OPINION”:** Someone who dresses sharp

**P - I could really use your face to “PRACTICE ON”:** Friend or family

(Suggested Dialogue:)

Hi Elaine - I'm so excited! I've just joined Mary Kay Cosmetics of Dallas, Texas and part of my training is to get the opinion of 30 people. I immediately thought of you because you're so sharp (or whatever reason you feel is appropriate for her). I'd love your opinion of the product after a free makeover. Is there any reason why we couldn't get together?

(At this point if you feel she is hesitant to set a date say: )

By the way, this is a non-selling appointment.

(After you have the appointment booked say:)

Oh, by the way, if you want to invite a couple of friends to join you to critique your look and also receive a makeover, I'll have a free eye shadow for every person you invite. It's always fun to get someone else's opinion of a new look. It will be fun!!!

The key to booking is the right attitude. Be sincere, believe you can do it (this is the supreme secret), believe in the product and know you are doing a service. Positive people make great hostesses.

Develop the ability to get people excited!!

## Word to the Wise:

Don't take no's personally!!! When you do get a “no thank you” (and you will) know that the person is not saying no to you as a person. Separate the idea of personal rejection from that of an impersonal refusal.

Your success is not dependent on any one person!

Attitude makes or breaks how you react to a negative response.