

Booking: My Conversational Booking Approach

Scripts for Conversational booking (some call Warm Chatter)

First, before I give you the scripts, let me talk about the manner and sell you on why you want this to be a skill that you choose to master.

Mary Kay Ash felt very strongly that we always remain a "soft sell" company in standards, ethics and manner of presentation and closing.

I too, feel very strongly about the kind of woman that manner attracts, the kind of business that it builds for you, and how simply you will see the process of full circle build your business when you "do it the Mary Kay way" So these scripts are meant to be used in that manner - for that manner. I do not advocate "going to the mall" to book. I believe that conjures up all types of negative images of sales and selling. I do believe in attract not attack and I do believe in booking and getting contacts while we are out in our "life". In fact, this was never clearer to me than when I was a runner up on the court of recruiting a few years ago. I realized when analyzing my team of only 24 new that year (in fact a couple of them were double credit) that I had known previously only 7 of them and the rest were women that I met when I was out. HUGE realization. But in addition, the ranking is on commissions. Mine were around \$7400 that year and that was from hand selecting the women that God had to cross my path and from training them so that they were building a business.

Nor do I market the "personal use" consultant. I know there are many women who joined mk to get their products at cost and are now sales directors. In fact, I have three close personal friends that did just that. But they were recruited with their recruiter insisting that even if that was what they wanted, they must agree to be trained which included a business debut, sit down training and pearl interviews. I now call this consultant a "friends and family" consultant (I think Pamela Shaw told me this term) and I talk to her about allowing us to help her build those close friends and family into preferred customers and I ask her before submitting her agreement to agree to be trained.

And one more thing... ETHICS!!!! When you are giving a business card to someone, and their response is familiar with mk, do not question them as if interrogating them to see if they have a consultant. But do, in a fun, girlfriend kind of way, ask enough questions to send them back to their consultant. You call that consultant, have them call their consultant, hopefully with a full list of awesome products you

have verbally "sold" her on and had her list out to buy from her consultant. And DO NOT PUT HER ON YOUR MAILING LIST. What kind of credibility does that give you, me and our company to have a client getting mail from two and three consultants? Not to mention the waste of money and time. Everything that you do and give out will return to you ten fold.. Make sure you want it to return to you...

Now that you know how I feel about this... I will get off of my soapbox... Let's script some conversational approaches...

First, Image.. Make sure you look like a million bucks when you leave your home...

Dressed to the nines in a suit if you are working... not business casual. And DON'T DARE wear your Mary Kay pin when you are not. I wear one of my fun pins like a rhinestone pink caddy or something when I am going to a ballgame or casual function. Always have your face on and be polite and respectful and kind to people.

Remember that if you are rude or crude or use bad language or sarcasm, they won't remember YOUR name, they will remember MARY KAY'S name. Image also includes your tote, purse or briefcase. Make sure they can be zipped or closed neatly. Make sure you have business cards handy and literature and samples. We have two different on the go type bags available on section two for this purpose. I like to carry my business cards in a really cool leather photo envelope. That way, when I pull it out, it looks really sharp. And you will feel like you are "all that" when you do, which just adds confidence.

Next, make sure you take time to make the connection and warm up to her instead of being a barracuda and going in for the "kill" You will want to find some common ground and use the general rules and suggestions in the conversations booklet in the career essentials portion of LearnMK. I will give the example of being at a baby shower. First of all, with my baby gift or as my gift, I fix up a really cute gift with a disposable diaper, taped up, and some spa or body care products in it with tissue and shred. Suspend a pink and blue balloon from it, maybe if you are giving clothes as well, tuck them all in a cute bag or basket and write "pamper yourself". The mom is happy and the gift is always the HIT of the shower. That gets the comments on mk. They say, oh, who brought that.. etc. the receiver usually says.. Oh, she is Miss mk or something.. and that allows you to bring it up and go around the room. People will ask you if you do it correctly. When in this situation, make it almost an afterthought in your voice inflection. As you visit with the ones you purposely start conversations with or sit near (you can always tell the sharpest ones there and the ones who are smiling), asking them questions, are you married, kids, from here, how do you know Suzy etc. You will find a common ground. Then say, I know we are here for Suzy's shower, Julie, but I just have to ask you

something... obviously from the gift, you know that I am with Mary Kay, have you ever tried our products, you have great skin... or whatever you are noticing... let her answer, and then say depending on what she says, well, what do you use? Let her answer and when she says... if it is a good line.. you can say.. Well, we are always looking for honest feedback and opinions of our line. The company lets me give out samples and do makeovers in exchange for comparisons. I would love to get your opinion and your feedback, good or bad. If I were to do that, would you be willing to honestly tell me what you think? Great, let's just swap numbers really quickly and I will call and set up some time for you. Is it better to call at work or on your cell?

Write her name and number down. Thank her in advance for taking the time to help you and go back to another subject of conversation just getting to know her...

Next:

Words to work into a script that you are doing...

Ask for opinion. My company lets me give out samples in exchange for an honest opinion.

If I were to treat you to some free, no obligation pamper time, would you be willing to give me your honest opinion?

When I come to see you, it is just as easy for me to see 4, 5 even more women at the same time as it is you and if you decide to share you pamper time with friends, it puts me in a position to give you an awesome gift or great discount... Is there any reason why when I come, you wouldn't want to share your time with some friends... it is always fun and it would also help me to get some additional opinions this month.

My company asks me to give out samples of our line to get women's feedback and opinion of our products. You may have heard that for 10 plus years in a row, we have been the number one best selling brand of skin care and color cosmetics. We

want to stay that way.. so I would love to see what you think, good or bad. If I were to treat you to some pamper time with our latest products, would you be willing to tell me your honest opinion?

Always be on the offensive, never the defensive... back off and talk about the tomatoes or the shoes or wherever you are at. And then bring it back around to mk. Don't ever find yourself jumping the gun. You won't be able to create another impression. Be courteous of their time, their employer's time if they work there and that they are shopping. Find ways to make them ask you. For example, when I met one of my offspring at a Christmas party, I asked her the usual questions about her family, was she from here, where did she work.. and then she asked me where I worked.. I replied with, I work for a major cosmetic company and came right back with another question for her. In a moment, she couldn't stand it and asked What major cosmetic company.. and I said, Mary Kay Cosmetics, have you used our products before? When she said that she had been using the same line for 17 years.. I immediately asked her positive questions.. What did she love about it.. Did she use everything? (they are easier to get on mk when they know the value of using an entire line) and then I called her a few days later and we booked an appointment for her to be my model and give me her opinion especially I told her, if she was happily using one line for 17 years... She canceled twice and held on the third time, which I invited her to model at our meeting because I knew I was going anyway and if she cancelled again, I wouldn't waste an appointment time. The rest is history...

But the key is the way that you ask... it will build you a reputation that will precede you and allow for even more booking opportunities.

I hope this begins to help you master this skill. God will bring an entire unit, an entire area into your path. Equip yourself to ask them and ask that He help you to recognize them...
Believing for YOU...
pam