

Often they will book for you but they will hold because of what's in it for her. Be sure she knows what she is going to get out of it. The booking needs to be thorough not just about getting the appt and getting off the phone.

“Karen, I am so excited that we have your appt booked for _____. Rain or shine, as a professional, you can count on me to be ready/on time. I know you will respect me in return...if for any reason, you aren't able to keep this appt then *please, please, please* let me know as soon as possible so *we can reschedule* and I can reschedule that time for someone else. My makeovers are usually an hour and will be packed full of fun and information about YOU...of course, you will be trying the NEW Mary Kay line and I hope you fall in love with it. You are not obligated to purchase but if you get tempted, I do offer on-the-spot delivery. As a special thank you, you will get a Free Gift at the appt. What color are your eyes again? (I am giving the silver case eye colors right now.)

By the way, I can do 3-4 faces as easily as one so you are welcomed to share this appointment with some friends...and you can earn FREE products. Personally, I think it's just more fun because you can get your friends opinions of your new look...and you know how women don't even like to go to the powder room alone. Who do you think you will invite?...wonderful! I will call you the day before to complete your profile card, give/get directions and to see who is able to join you. When's the best time of day to reach you, morning, afternoon or evening? Cell, work or home #?”

So here are the points made:

- 1- ask to be taken as a professional
- 2- she knows what she's going to get and knows how it'll benefit you
- 3- ask to bring friends
- 4- appt to call her back to coach/confirm
- 5- prep her that you will have products to purchase
- 6- fun fun fun
- 7- personalizing the makeover for HER
- 8- she gets a gift for attending and more for bringing friends
- 9- build up anticipation for her gift and for the makeover

Postponements/Cancellations happen because and how to avoid this...

She forgot	Coach her...hairstylist remind us for a reason. Send her a text or email remind her. Call for guest list to pre-profile
She didn't take you professional so she figured you wouldn't care	This is communication. Let her know.
She was afraid of being obligated	This is communication. Let her know.
She was afraid of how she'd look afterwards	Offer to let her prepick the Look on-line or if in person she can pick the look from the Look Book
She put others before her own desires....often do as women!	If her value in coming...what's she going to gain then she will come. Pre-profile is key.
Something came up that seemed like more fun than your appointment	If her value in coming...what's she going to gain then she will come. Pre-profile is key.
Confused minds do nothing...she was confused about the appt so did nothing	Whether party, model or private appt, give her all the info like does she need to wash her face before or not
A true emergency happened	Reschedule for another date/time