

Awesome Booking Scripts by Pam Garner Moore

Use these as your guideline for your scripts. Don't change the important things like asking for opinion or the structure or giving a choice but if there are words or phrasing that just doesn't sound like you, adapt it and memorize it so that when you are on the phone you can think about her and not what you are saying.

Scheduling a Pamper time (facial)

Hi Suzy, This is Pam Moore, do you have a quick minute? Let me tell you why I am calling. I am so excited, you may have heard but I recently started my business teaching skin care and color with Mary Kay Cosmetics out of Dallas. As a part of my training, I was asked to select the sharpest women that I knew to give me their opinion of our product line... and Suzy, I couldn't help but think of you because (whatever reason you thought of her) you always look so sharp and your makeup and clothing look so well put together. I just can't wait to get your opinion. Let me tell you what that involves and you tell me what you think. I want to schedule a time with you to treat you to some pamper time and show you our line at no obligation to you. You have probably read or heard but for the 10th year in a row now, we have been the number one bestselling brand of facial skin care and color cosmetics and we are excited but we want to stay that way so we welcome your feedback, good or bad. It won't take us but about an hour and you will leave feeling totally pampered. (don't breathe) I am scheduling appointments for the week of _____, which is better for you, the first of the week or the last? Morning or Afternoon? (or from your weekly plan sheet...other options would be Lunch or after work?, Early evening or weekend?) When they choose...(and when given a choice, people will choose one), then narrow it down while looking at what you have previously marked on your plan sheet that will work with your schedule and give another choice... for example...say that she says early in the week, and then she says early evening and you know that you have a skin care class at your meeting on Monday...) say... I have Monday at 5:30 open, how is that? And schedule the "facial". Then say...let me get a few quick questions answered about your skin while I have you on the phone so that I can better be prepared for your appointment. Ask her the first questions on the customer profile in a conversational way and then save the question 6 for in person... Then say to her... I want to thank you in advance for your time to give me your opinion and I want you to make me a deal... If you love what we try and you just can't live without it, then my promise to you is to find a way for you to go home with it, but what I want you to promise me is that if you don't love the way your face feels and looks, you will not spend a penny, that is not what this is about. Is that a deal? Great... now let me tell you one more thing that I can offer you if you want...

Go right into the next script... Turning a Facial into a group appointment..

Turning a Facial or single appointment into a group appointment...

While you are still on the phone you say... Now Suzy, just one more thing... it is just as easy for me to do 4 or 5 women and even more at the same time as it is one and if you decide to share your appointment, it puts me in a position to give you an Awesome discount or even FREE products... Since we are getting together anyway, is there any reason why you wouldn't want to share your appointment with some friends or relatives or co workers? I would love to pamper you all together. Let her answer and tell her this... You have a choice of group appointments... we are limited to you and five friends when we do faces and that is so much fun... you all get great tips in skin care and basic color and we actually do that on the face, or if you are afraid you will leave someone out, we have a fun girlfriend appointment that doesn't limit itself to 6 that we just touch and try and smell and play and don't do faces. That takes about the same amount of time... which type of pamper time would you prefer? Great. I can't wait for you to use your discount or free products... (you may want to insert whatever hostess program you are currently working with here... \$75 for \$25 or the brushes etc.) What would be great to help me prepare is for you to get in touch with everyone today or tomorrow and tell them what we are doing... some pamper time and getting their opinion of Mary Kay. I want to call you tomorrow to get their names and numbers ahead of time so that I can ask them the same questions about their skin that you and I went over. Is it best to call you at work or on your cell? Arrange a SPECIFIC time to call for their names. Now Suzy, just one more thing. I would really encourage you to ask women who don't already work regularly with a Mary Kay consultant. That gives me a fresh opinion of our line and we have a high standard of ethics so it keeps me from being in a position with another consultants client. I can't wait... just think of your guests that you want to invite who are over worked, over tired, over stressed, over committed and under pampered... and I will call you at _____ tomorrow for their names and numbers. We are going to have so much fun and again I want to thank you in advance for your time and your honest opinion.

these scripts created by Pam Garner Moore