

Lisa Madson Script

From Keep it Simple!

Booking Classes from Classes

Memorize the booking approach that I used to be on the National Court of Sales the first two years I was in Mary Kay.

Individual consultations are a MUST! Ask each person the following questions:

1. **Did you have a good time today?**
 2. **How does your skin feel?**
 3. **What part of the Timewise Set or Miracle Set did you like best?**
- What would you like to take home with you today?**

FIRST: If the customer replies, “The Timewise Set,” or a collection that contains the Timewise Set, say, “Is there any reason why you wouldn’t want to share your check-up facial with a couple of friends?”

If the customer says, “I’d like to have a class,” then say, “What is better for you, the beginning of the week or the end of the week?”

If she says, “I’m too busy,” or “I don’t have any friends,” or gives a different objection, say, “Let me tell you how I handle my check-up facials. If you choose to share it with a couple of friends, I’ll come to your home at your convenience or you can have it at my home. If you choose not to share it with a couple of friends, I offer second facials at my Success Meeting on Monday Nights at 6:00 p.m. What would be better for you, Monday night at my Success Meeting or at your home or mine with a couple of friends?”

If she chooses to come to your Success Meeting, she can stay for the meeting and be a model or she can leave after her facial. The other option would be to hold second facials at your home at specific times during the month. I would suggest that you not run around the country giving second facials to one person at a time.

If she says, “Do I have to have a second facial?” You say, “No, you don’t have to have one, but our products are guaranteed. That is why we recommend a second facial.”

At this point, PAUSE. Don’t say anything else. If she doesn’t want a second facial, that is fine. You won’t want to create a feeling of frustration in your customer. You want this customer for life. If she doesn’t care to have a second facial, say, “That’s not a problem at all. I will assume your products are working fine unless you call me and tell me otherwise.” Of course, you will still want to follow up with her to make sure she is happy with her products and continue to service her like a great beauty consultant would.

SECOND: If the customer’s response is to purchase a lip gloss or products other than the **Timewise Set**, collect their money and say, “If you could get the **Timewise Set** or the **Miracle Set** for little or no money, would you use it?” If she says, “Yes,” you say, “I have a really great way for you to win the Timewise Set or a portion of it, and, with your permission, I would love to tell you about it. All you need is two other people besides yourself and it counts as a skin-care class. The way it works is that you will get 10% of what everyone buys that day in free products. For example, on a \$300 Class you’ll get \$30 free. If one of your friends books a class, you’ll get 15% which would be \$45 in free products on the same \$300 class. If two of your friends book classes, you’ll get 20% for free which is \$60 for free. That would more than cover the cost of your Timewise Set. Is there any reason why you wouldn’t want to get a couple of friends together and get your products for free?”