

BOOKINGS, BOOKINGS, BOOKINGS- The Lifeline of My Business

Where are the bookings? READ ON...

1. Friends relatives, neighbors, workmates, former workmates, classmates, former classmate, people from relatives job/organization, recreation contacts- This is a great way to get started. Use booking dialogue "*How to book your first classes*"
2. Promotion- Say you are working on a promotion to Star Consultant, Top in Unit Sales, Team builder, Team Leader etc. (Use with family and friends) See "*how to book your perfect start*"
3. Colourselect Portfolio- One of the most successful ways to book appointments. Women love to be a model.
4. Second facials- to everyone who buys a skin care set
5. To Win- for those customers who couldn't afford the entire product they wanted.
6. Selective approach- people you just like.
7. Hostess contest- Rebook hostess "I'm having a contest and just thought about you"
8. Tentative date approach- use when a hostess is unsure of the date.
9. Facial Boxes- put in businesses, doctors office, restraints, florist, cleaners, dress shops, etc.
10. People in your neighborhood or apartment complexes. Send a flyer or use the "*Beauty Appointment Cards*"
11. Telephone book- use a survey
12. Welcome wagon- new comers to church or neighborhood.
13. "*Look Books*" Leave everywhere- Doctors/dentists offices, beauty shops, laundry matt's, store bulletin boards, reception areas, large buildings' bathrooms, mall bathrooms, restaurants, etc.
14. Warm chatter- use a survey or portfolio booking approach.
15. Book to Look- have a basket in center of table at skin care classes, when they book they got to draw for an extra hostess gift.
16. Glamour classes- invite preferred customers to your home to where they can learn a new glamour look.
17. People who have postponed or canceled.
18. Mothers day class- all of your customers for a mothers day gift from you.
19. Birthday class- all of your customers who have a birthday in the same month.
20. Clubs, organizations or classes- offer to do a special talk, do two models and get names of everyone attending and follow-up to get individual consultations.
21. ½ price sale- for anyone who didn't buy the basic set, Call and offer the *Miracle Set* for half price if they share a facial with four ladies who haven't tried Mary Kay before. (on the condition of at least two bookings)
22. Offer a special gift for having 5 people at a skin care class.

23. Mini class- use these words when someone says they don't want to invite friends over for a skin care class. Have them invite 2 friends for a mini class.
24. Business cards- spray with cologne and insert when mailing a bill, making a bank deposit, giving a cheque, paying with cash or credit card.
25. Wear Mary Kay pin upside down! People may tell you it's upside down- thank them for telling you and offer to give them a free facial for being so nice.
26. Give your hostess an extra special gift if she has two bookings before you arrive to do her class.
27. Wedding parties- offer to teach their wedding party eg. Skin care, body/fragrance
28. New mothers- offer to do a free makeover as a pamper.
29. Contact bridal shops, Photography studios and catering services- offer to be part of their wedding or advertising package.
30. Fun packages- make up packages of product or use the *Look Book* and have special customers sell a certain product for you. Example: sell 6 lip glosses- get one free. This approach is great for teenagers.
31. Surveys- everyone loves to give their opinion. Do this in shopping areas.
32. Give a free set to a customer if she will have three classes within a four week period with four fresh faces at each class.
33. Nail care, Boutique, or gift classes- have special classes with your customers or potential customers where you just show nail care, body care or fragrance items.
34. Booking game- use at classes. Have them write down the names of their friends and phone numbers for referrals for booking. Give a small prize for the most names.
35. Five cent booking idea- use at classes. Put a five-cent piece on a tray. When the customer asks about the five cents, explain that when they start with at least the basic set they can use the five cents to purchase one item when they share their second facial with three friends.
36. Promotions or transfers- Congratulate them. Offer them a free skin care analysis and new look makeover.
37. Teachers of your children- don't forget to do something nice for them
38. Chamber of Commerce- most cities have a book you can purchase with a list of all clubs and organizations. Follow up by calling the program of social chairman requesting the opportunity to teach skin care at one of their meetings or coffees. Tell them there will be no sales that day.
39. Ministers/Pastors may know women who could use the Mary Kay opportunity.
40. Men's wives or girlfriends- think of the men you come into contact with each day- insurance men, repair men, postman, men you work with courier etc. They all have wives or female friends. Don't forget them.
41. While holidaying –remember we have no territories. Always take your case and mirrors with you on trips. You can get lots of business and recruits. It's relaxing and tax deductible.

42. Nursing homes- these people need attention and become your best customers. They will love it!
43. Business, modeling and beauty schools- wonderful source for skin care and glamour presentation.
44. Hotel, Motel and Restaurant employees- contact their manager. They love their employees to look their best.
45. Conventions- ever think about what the wives have to do at conventions? Find out who the manager is of the hotel for these events and you can often have a room to give beauty appointments to the ladies.
46. Referrals- always ask for referrals from each person you come in contact with. Make this a habit.
47. Fashion shows- offer to do the models make-up or set up a booth and offer a drawing.
48. Miss teen Contest, Pageants etc. –offer to do a model or set up a booth and offer a drawing.
49. Drama and theatre groups- these people must have make-up.
50. Tupperware, direct selling sales people- they like to look their best and may pass on some leads.
51. Pre-profiled guest list- any guest you had pre-profiled that was unable to attend the class.
52. Sample booking- staple samples to your business cards. When you meet someone you would like to book- tell her you're doing a "*customer acceptance survey*" and ask her if she would test your product for 24 hours. Then call her back and ask for her opinion of our skin care and use the opportunity to book her a skin care consultation.
53. Door-to-door fundraising people/children (selling chocolate, candy etc.) – Give a certificate offering the woman/mother/wife a free facial.
54. Re-order bookings- offer customer a chance to win their re-order free by booking a class.
55. Fund raising- Women's clubs, churches etc. Offer a percentage of sales for their project. Let them sell product for you and give them 10% or 15% of everything they sell.
56. Photo sales people- Look at photo albums to use for your portfolio. Tell her what it is for, and offer her a before and after makeover.
57. Telemarketers- listen to her sales presentations, decline politely. Tell her you are in a contest to give away 10 makeovers to the next 10 women you talk to- and she is one of the lucky winners.
58. Anyone who sells you something- your way of thanking them for being so nice.
59. Booths- you can set up booths at art and craft festivals, bridal shows, fairs etc. Display your product but remember you are not allowed to sell from your booth- only take booking leads.
60. Contact Colleges re debutantes, special classes
61. Graduates- schools, back to school
62. Lip on card- demo lip colour on business card
63. Portfolio- before and after pictures

64. Hot lip parties- model class at meeting
65. Glamour shops- introduce new Spring/Autumn colours
66. Scavenger hunt- make up a fun list and then look for, and offer an appointment to those ladies.
67. Silent shows- fun packets
68. Preferred hostesses- 20 customers, 3 shows/Yr., Priority Seating, 50% off fragrances
69. Facial through mail- send samplers with a look book in the mail to try for 3 days, then follow up.
70. Mother/daughter- mother/daughter before and after pictures
71. Holliday glamour- using special holiday looks
72. Nails- 85% use it- nail care class
73. Success meeting – bring a potential team member or customer to your unit meeting.
74. Seasons best- 1 product highlighted
75. Gift certificates for makeover/holidays
76. Using colourselect to book second facials
77. Pool Party- summer looks around a pool.
78. Cards with tips- when husband or friend goes out to lunch; have him leave your business card with his tip.
79. Gift giving service- Executive shopping letter
80. Open house- send out invitations and make appointments.
81. University dorms and high schools- business clubs
82. Country clubs- program for women's club that meet there, or program for the women that are members.
83. Anniversaries- offer to do makeover before dinner.
84. Sun care shows- skin wellness program with slides and commentary.
85. Cold weather shows- time to re-profile for winter
86. Day care centers
87. Lunchtime facials
88. Paper clip on profile- 6 months- facial, nail care, body care, foot clinic, new colours.
89. Hand treatment- satin hands
90. Model of the month- from your before and after pictures. At the end of the month, one is chosen and receives a gift.
91. Fragrance clinic- show layering of fragrances
92. Brush clinic- show how to use brushes
93. Pick one look and promote for a month.
94. Eye clinic- do eye looks on half face only. See the difference!
95. Glamour clinic- for women who wear glasses.
96. Oily skin clinic- Teach "*How To*" for oily skin customers and skin supplements
97. Dry skin Clinic- Teach "*How To*" for dry skin customers, skin supplements.
98. visit gymnasiums
99. OPEN YOUR MOUTH- *just ask!*

Booking tips

1. Look sharp.
2. Be enthusiastic.
3. Get the dollar signs out of your eyes.
4. When you arrive at your appointment think bookings, bookings, bookings.
It's better to have a \$100 class with 2 booking than a \$300 class with no bookings.
5. Think of your customer's best interest- not yours.
6. Look and act busy.
7. Have your date book full. Even if its with birthdays, poems, anniversaries or recipes.
8. You select the date. Give them a choice of two times.
9. Book close in never book two weeks away.
10. Make your hostess feel special.
11. Have a booking list going at all times.
12. Always overbook. There are always postponements.
13. Always send thank you notes to you hostess in advance.
14. Remember booking is sharing.
15. You wont book everyone you ask. Some will. Some wont. So what! *NEXT!*
16. Have a booking goal per day; 2 per day or 10 a week.
17. Try each idea 5 times.
18. Booking is a numbers game.
19. Follow the three foot rule. Anyone coming within three feet of you is a booking prospect.