



DEALING WITH "NO"

By Sarah Scaffidi

It's a one-word answer. The word "NO." Some people really have a tough time accepting the fact that they are going to hear the word NO fairly often. They get discouraged and feel rejected because they look at the word NO as a negative. Nothing could be further from the truth. The word no simply means that nothing changes. Think about it. You approach your neighbor and ask her to be a hostess, she says NO - what changed? Is she still your neighbor? Yes. Did your income go up or down? NO. Nothing changed. It can't be a negative; to be negative things would have had to get worse, and they didn't. Everything remained exactly the same.

On the other had, supposed she had said YES. Now, there are some positive changes. She received FREE YOUR COMPANY'S INCENTIVE (a positive). You gain several more customers, potential hostesses and consultants (another positive), and you earn more money (another positive). You can see by this example that there are no negatives in our business. There are only positives and times when nothing changes.

When someone tells you NO cross out one of the NO's on the bottom of this sheet. Set yourself a Goal of getting all 100 NO's crossed out within the next few hours (no Kidding!!). If you want to see your business explode with growth, take this exercise seriously. Here is a hint that will make this easier. Triple up. Ask someone to:

1. Become a Consultant with YOUR COMPANY. If they say NO, cross out NO and ask them to....
2. Become a Hostess. If they say NO, cross out a second NO and ask them to...
3. Give a customer referral. If they say no again you have already got three NO's! You will never be better at getting NO's than you are right now.

The more you do this, the tougher it becomes to get those 100 NO's. You will find that a YES will creep in there every once in a while. Don't let the occasional YES distract you from your primary goal of getting those 100 NO's. Imagine the look on your neighbor's face when she tells you NO and you respond, "Gee thanks, I've only got a few more NO's to go and I am finished for the day. I was afraid you were going to say YES there for a minute." Don't take this exercise lightly . . . it works! Get those NO's now while it is still easy for you to do so. Don't wait until it becomes difficult for people to tell you NO! That time will come soon enough.

Get To 100 As Fast As You Can!

Objections

Answer

I don't know anyone that would come.

That's ok. It's such a nice treat, I'm sure that you could think of someone? Do you have a sister, a next door neighbour or a work colleague? Or, Ask 1 friend to bring 2 friends and you are done!

I'm really busy at the moment.
I Don't know when I could fit it in.

I can appreciate you being really busy. You know, we are all so busy these days and we just don't get enough time to catch up with our girlfriends (would you agree). Yes, Well, this is perfect to catch up for just an hour with each other and get a lovely make over at the same time. I'm sure that your busy friends deserve it too don't they?

I already use Bla Bla and I'm very
would
happy with it thank you.

That's fine. I can see that you already use a great product. I so appreciate your honest opinion of Mary Kay. I don't expect you to change over to Mary Kay.. I would really just value your opinion.

I would love to, as soon as
school holidays are finished.
opportunity

I understand what you mean. However, you know, we get so stressed out at these times, I would love to give you the

to invite a friend or 2 and de stress and unwind for just 1 hour. We could do a face rejuvenation special unwind appointment. Does that sound nice. I would love to do that for you.

My house isn't large enough.
I don't have a dining table.

Don't be concerned about that. Remember, we are only having a very small group and because they are your personal friends, I'm sure they wont mind where we sit.

I don't have any money

That's alright, cause you don't need any money to have a free make over. You are under no obligation to purchase a thing. I would love to see what you think.

I would rather wait until after
are so
Christmas, Easter holidays,
so
I get married, after I move house.
and
After I finish renovating etc, etc.

a) The perfect time to have a class is before Christmas. There many dinners and functions to attend. How about we set a date that I can show you some quick and easy tips to look fabulous get you through all the rush times!! PLUS.. Your friends can do their Christmas shopping if they like as well.
or After any of the rest!..

b) I can understand how you feel... You sound like you are a bit stressed out about it too. My job is not to stress you further. My job is to De-stress your life. I would love it if you allowed me to give you just a couple of hours wind down time to enjoy with your friends in the next 2 weeks. Does that sound OK to you?

I don't like parties

That's great, because we don't actually do parties. We only invite a couple, no more than 3 people at a time. So, it's very very private. How does that sound?

I'm new to the area.
a

What better way to meet new people than to invite them over for

“Free Makeover” It can be a real ice-breaker. They will appreciate the fact that you thought of asking them and they might even bring a friend. How does that sound?

I'll have to check with my
we
friends and get back to you.

I can understand that, however, if we have a date in mind, then
will have something to work around. If it doesn't suit them, we
can just change it. Does that sound ok with you?

Why doesn't she respond

You're out on your daily errands and you get the name and phone number of a sharp woman you offered a Mary Kay facial to. YAY! Hopefully, you're doing this each time you're out and about -- it's how we infuse our business with new and exciting women that we wouldn't otherwise have had the chance to know! exciting women that we BUT..... you phone her that night, no answer. You try her again the next day, no answer again.

This time, if you're smart, you leave a cheerful message with your name, where you met her, and the fact that you're calling her like you promised you would to set up a good time to get together with her for her complimentary Mary Kay pampering appointment. She doesn't call you back (many won't). So, you start her phone number into the cycle of people you can't get a hold of and try her number every time you sit down to do Mary Kay phone work.

Two weeks goes by (or two months maybe!) and you've dialed her number 25 times -- morning, afternoon, night and weekends. Never any answer. Now, most likely you're wondering, "does she screen all her calls through caller I.D. and she's thinking I'm a maniac for calling her 25 times? Is it possible that in fact she's just rarely home and I've just had bad luck trying to reach her? Has she decided she doesn't want a facial after all, so I should throw away her number -- or should I stick with it until I get a hold of her, because maybe she's destined to be an awesome customer or even a recruit?" Any of the above could be true! So here's a great way to short-circuit this situation, reduce your time and frustration following up with no-answer warm-chatter leads. After about 4 - 5 days, when you've tried reaching the prospect at several different times of the day and have left one message, leave another message and say the following.

"Hello, _____! This is _____ with Mary Kay Cosmetics calling back -- I'm really disappointed that I haven't been able to reach you since we met last _____! It occurred to me that perhaps you've changed your mind and would prefer not to get together for a complimentary Mary Kay pampering session -- if so, just give a quick call back to me and let me know it's not for you right now. That way I won't keep trying to phone you. However, I realize that most likely you're just super busy (which is the MAIN reason to schedule a rejuvenating facial and makeover with me!) and my previous calls have simply caught you away from the phone. In that case, just give me a quick call to let me know you still want to be pampered! Again, my name is _____, and my phone number (which is also on the card I gave you) is _____. _____, your _____ (cheerful attitude, happy smile, sharp-looking appearance, etc. -- whatever was the case) told me that you're someone I'd like to treat to the Mary Kay experience so give me a quick call and hopefully we'll talk soon! By the way, I'll likely try you back until we connect! "

I have found that (assuming you select warm, courteous women to warm-chatter!) most women will respond to this. The ones that are blowing you off will be reminded that you're a real person (not a computerized calling machine!) and will (now that you've given permission) let you know if they'd prefer to forget it for now. But my most frequent experience is that they will call, apologize for being so hard to reach (usually, they get MY message service!) and tell me to persist in calling back! I've had several that have taken up to 3 months to actually talk to without the machines in the middle -- but they had called to at least let me know they still were interested in the facial. And, they were ultimately HUGE selling appointments and are now a happy part of my customer base. Be BOLD! Be direct! Women will respond with respect!

GETTING ON THE BOOKS!

The CHALLENGE: Getting appointments ON THE BOOK!

The CONFLICT: Reaching people on the phone!

The SOLUTION: GO WHERE THE PEOPLE ARE!

Let's face it! In the days of "do not call list" mentality, caller ID phones, answering machines etc., if someone doesn't want to talk to you, they can certainly avoid it! So..... how can we work around this dilemma? Here are a few suggestions:

1. When you first get someone's number, get their WORK number and ask permission to call them at work. They must answer that phone! BUT..... make these calls quick and to the point!
2. Don't use a phone that comes up "Private number" or "Blocked". You are just setting yourself up for a no answer. Many people will not even answer these calls at all!
3. Consider your calling times..... I have found that the very best time to reach people is late Sunday afternoon or evening, or Saturday morning about 10:00 AM. Next best is about 5:30 in the afternoon, but keep these calls brief since that is getting towards dinner time!
4. Work "in person" whenever possible!

Get out of the mentality that you must book A CLASS for AN EVENING! People don't live that way anymore! Here are a few booking idea times:

1. A LUNCH BUNCH makeover at an office! It is simple enough to get 3-5 people in an office break room to do a quick lunch time makeover while eating! These have to be quick, though! You must be completely through in an hour, so be prepared to move quickly!
2. An AFTERWORK get together at someone's home at about 5:30!
3. A classroom party for teachers at 3:00 or 3:30!
4. A mum's day out at a park! Take warm washcloths in an insulated bag! You can visit a park with YOUR kids, get some names and plan to come back the next day to hold the makeovers! Hire a sitter to watch everyone's kids!
5. Clubs and other activities that women do often are opportunities to book! Do you know someone who is part of a scrapbooking club? Wouldn't it be fun for the women to have a makeover first, TAKE PICTURES of the event and then come back another week to scrapbook those pictures!
6. Capitalize on women who are in to self improvement! Find them at the fitness centers, the hairdressers, the weight loss places! After you approach them, BOOK THEM for a definite day and time! Have your datebook with you and FOLLOW UP WITH A POST CARD!

Get creative!!! Think outside the box for booking opportunities! Wherever there are women, there are BOOKINGS!