

BOOKING IDEAS AND APPROACHES

Friends, relatives, neighbors, people you work with, people you once worked with, former classmates, people from your husband's job or organization, recreation contacts – this is a way to get started.

Promotion – Dialogue “How to Book Your 1st Eight Classes.” Change to say you are getting a promotion to Star Consultant, Star Recruiter, Team Leader, etc. use with family, friends, former hostess, etc.

Before & After Portfolio – one of the most successful ways to book appointments. All women love to be a model.

Second Facials – to everyone who buys the skin care set.

To Win – for those customer who couldn't afford all the product they wanted.
Selective Approach – people you just like.

Hostess Contest – Re-book hostess, having a contest and just thought about you.

Tentative Date Approach – use when a hostess is unsure of the date
Facial Boxes – put in doctor's offices, restaurants, florists, cleaners, dress shops, etc.

People in your neighborhood or apartment – send a flier or use the “Introduce Yourself Letter” from the company.

Welcome Wagon – newcomers to your church or neighborhood

Beauty Books – leave everywhere, doctor's office, dentist's office, beauty shops, store bulletin boards, reception areas, large buildings or mall bathrooms, restaurants, etc. (Make sure your name and number are on the books!!)

Warm Chatter – Use a survey or portfolio booking approach

Book to Look – Have a basket in the center of a table and when they book, they get to draw for an extra hostess gift.

Glamour Classes – invite preferred customers to your home where they can try glamour products

People who have postponed or canceled

Mother's Day Class – all of your customers who are mothers receive a Mother's Day gift from you.

Birthday Class – all of your customers who have a birthday in the same month.

Clubs, Organization, Drill Teams, Cosmetology Classes, Home Economics Classes, Physical Education Classes – offer to do a special talk, do two models, get names of everyone attending and follow up from individual consultations.

Half-price Sale – for anyone who didn't buy the basic set. Call and offer the basic at half-price if they share a facial with 3 ladies you haven't facialed.

Offer a Special Gift – for having 6 people at a skin care class.

Mini-Class – use these words when someone says they don't want to invite friends over for a skin care class. Have them only invite 2 friends for a mini-class.

Business Cards – spray with cologne and insert when paying a bill, making a bank deposit, giving a check, paying with cash or a credit card.

Wear your Mary Kay Pin Upside-down – people will tell you that it is upside-down. Thank them for telling you and offer to give them a free facial for being so nice.

Give To Your Hostess – give your hostess an extra special gift if she has three bookings before you arrive to do her class.

Wedding Parties – when you receive an invitation to a wedding or know someone that is getting married, offer to do the bridal parties makeup.

New mothers – when you receive an invitation to a baby shower or know someone who is expecting, offer to do a free makeover.