POWER BOOKING plan

DO YOU NEED A *great* BOOKING SYSTEM THAT WORKS?

If you need to fill up your datebook, you'll love this. Many have been getting amazing & filling up their schedules.

The best booking method is one that you will actually use. Calls, emails, texts, voxer or messaging on social media are all great. Use the tools that work for you & your specific contact.

WE WILL TAKE YOU THROUGH THE FOLLOWING 3 STEPS...

step 1
PREPARE

step 2
CONNECT

step 3
FOLLOW UP

WHAT'S *Included?*

- We have included simple **SCRIPTS**
- **TRACKING**... know who gets what
- **TIPS** and **IDEAS** to help you get Booked Up

BOOKING IS THE LIFELINE OF YOUR BUSINESS. CHECK THESE SALES STATS OUT! THIS IS EXACTLY WHY WE USE THE PLAN :)

48% never follow up

25% make a second contact and stop

12% make three contacts and stop

10% make more than three contacts

2% of sales are made on the first contact

3% of sales are made on the second contact

5% of sales are made on the third contact

10% of sales are made on the fourth contact

80% of sales are made on the fifth to twelfth contact

PREPARE

- Have a print version of this document. You may wish to print extra tracking sheets and put them in a binder.
- Your date book with your local meeting and current home party times added {to plug facials into}.
- List **ALL** your contacts. This is a new system, so you will include everyone. Get out your phone, customer list, family, friends, social media friends, etc... Fill each sheet and start the second sheet the next day, so you have different dates for follow-up with them. Be sure to add the dates in your planner/6 most important things list.
- A starting date, and follow up on days 4, 7, and 11 for each sheet. Put the words "Power Booking" in as one of your 6 most important things to do on those days.

FACE-TO-FACE   CALLS/VOXER   TEXT/EMAIL   SOCIAL MEDIA

We are going to keep things simple and get results. This is a combination of several scripts and booking ideas. The idea is to connect with each contact through two different communication methods each time, for a total of 8 over an 11 day period, or until you hear back from them. i.e., text/email or voicemail/email. How they respond to you is likely their preferred communication method.

example tracking:

This tells you which script   Script Day #

Name / How met	Contact Info Phone/Email/Voxer	#1 Day 1	#2 Day 4	#3 Day 7	#4 Day 11	Next step Notes
Sandy Smith Referral from Jessie	xxx-xxx-xxxx sandy@heremail.com	T 4/3 E	VM 4/6 T	T 💄 E		Booked Tues. 7:30
Tara Drews Customer/Friend	xxx-xxx-xxxx tara@heremail.com	E 💰 fb				Reordered, no party Call back after summer

For Day 1 through Day 11, write in **HOW and WHEN** you communicated. The first example shows T for Text and E for Email on April 3.

The only way someone gets removed from your booking list is if they give you a "NO THANKS" OR she books an appointment or places an order with you. When you have booked an appointment or created a new sale, you might highlight her name or the entire row, to visually help you take her name off the booking list. You will keep an eye on your booking sheet daily, so you don't let anyone slip through the cracks. Just to clarify, each box/column contains the actual date you made the contact with your prospective client, plus the two methods of communication you used on that date. Look daily at the last date you contacted the client, so you will know when the next contact would be.

Your notes are to write in any action taken. Even if they answer but cannot chat right now, make note of it so you can personalize the next message.

Always honor the GoGive spirit and the Golden Rule. Make sure anyone you schedule doesn't already have a consultant. It is so rewarding when we have asked enough questions on the front end of the relationship to avoid an awkward situation later in the relationship.

NAME How Met/Type	CONTACT INFO Email, Phone, Etc.	SCRIPT 1 Day 1	SCRIPT 2 Day 4	SCRIPT 3 Day 7	SCRIPT 4 Day 11	NOTES Next Action

Ⓔ = Email   Ⓣ = Text   ⓋⓂ = Voicemail   Ⓒ = Called

Ⓥ = Voxer   ⒻⒷ = Facebook Message   ⒻⓋⒷ = Facebook Voice Message   Ⓟ = In Person

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NAME How Met/Type	CONTACT INFO Email, Phone, Etc.	SCRIPT 1 Day 1	SCRIPT 2 Day 4	SCRIPT 3 Day 7	SCRIPT 4 Day 11	NOTES Next Action

E = Email   T = Text   VM = Voicemail   C = Called

V = Voxer   FB = Facebook Message   FVB = Facebook Voice Message   P = In Person

NAME How Met/Type	CONTACT INFO Email, Phone, Etc.	SCRIPT 1 Day 1	SCRIPT 2 Day 4	SCRIPT 3 Day 7	SCRIPT 4 Day 11	NOTES Next Action

(E) = Email   (T) = Text   (VM) = Voicemail   (C) = Called

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NAME How Met/Type	CONTACT INFO Email, Phone, Etc.	SCRIPT 1 Day 1	SCRIPT 2 Day 4	SCRIPT 3 Day 7	SCRIPT 4 Day 11	NOTES Next Action

E = Email T = Text VM = Voicemail C = Called

V = Voxer FB = Facebook Message FVB = Facebook Voice Message P = In Person

TYPE	SCRIPT #1 - DAY 1
	The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi _____ ! I also emailed you. How are you?...."
New Consultants	Hey _____ ! I just started training for my new skincare business and part of my training is to practice teaching people about the products. Would you mind being adventurous and letting me borrow you for practice!? lol I literally have NO idea what I am doing yet and I would feel better practicing with someone I trust! I know you won't judge me if I mess up haha! Could I count on your help with this?"
Friend/Family/ Customer	Hi _____! How are you? I just got my new *spring* products in and I need a few guinea pigs to give feedback on them so I can determine what to stock. Thought I'd ask you! Wanna be my guinea pig? Hugs, _____
Referrals	Hi _____ ! This is _____ with Mary Kay. I don't think we've met, but_____ was gifted with ten $25 gift cards that include a pampering session & she wanted one of them to go to you! Should I text or call you with the details? PS – I'm sending you a cute selfie of _____ and I so you know that I'm a real person and not a robot or a telemarketer! :) {If you want to use the above message as a voice message script you would leave out the PS part that says "I'm sending you a photo..."}
#GlowAndTell	Hi_____ ! This is _____ I'm really excited about a fun challenge I'm doing called #GlowAndTell. I'm looking for 21 girls who will try one of my skin care sets for 21 days. Sound interesting?? Maybe wanna be one of my 21?! Let me know if you want more details on all the perks. {This is a great script to use with your current customers whether they are currently on one of our skincare lines or not. }
Lead Box	{Recommended to send in three separate texts so it feels more real. Modify as needed.} **TEXT 1:** Hi_____! This is_____ ! Your name was entered into my drawing box at _____& you won a pampering package! Your package includes a pampering session with me and a MK Swag Bag with some free product. I am excited to meet you! I have a few questions for our apt, but first I want to confirm that I have the right person? **TEXT 2:** Awesome! I just have a few questions for your appointment: 1. How would you describe your skin type: Normal/Dry/Oily/Combination 2. Would a daytime or evening appointment be better for you? {or you could say- would the beginning of the week or end of the week be better for you?} 3. Are you over the age of 18? **TEXT 3:** Great! Here are a couple openings I have available, would _____ or _____ work for you? {If she is not 18+, tell her that is not a problem she would just need to have someone 18+ join her for her apt}

TYPE	SCRIPT #2 - DAY 4 The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi _____ ! I also emailed you. How are you?...."
New Consultants	Hi _____ ! Just wanted to follow up with you real quick. My next 2 appt openings are _____ or _____ . Are you available? Thanks again, _____
Friend/Family/Customer	Hi _____ ! I still need a few guinea pigs (lol). Wanna be one? Hugs,
Referrals	Hi _____ ! It's _____ Just wanted to follow up and see if you were interested in the details of your pampering package from _____. It's totally fine if you aren't interested. I just always like to double check bc I know how easy it is for texts to get buried haha! Hope you are having a good week!
#GlowAndTell	Hi _____! This is _____. Touching base real quick to see how I can get you the details. I am still working to fill my 21 spots ;)
Lead Box	Hi _____! This is _____ checking in real quick. I didn't hear back from you and wanted to be sure I have the right person?

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TYPE	SCRIPT #3 - DAY 7 The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi _____ ! I also emailed you. How are you?...."
New Consultants	Hi _____ ! I really want to reach my goal to practice on 30 people! I can do 4 women as easily as 1. If you share your appt with 3 friends, you get $30 (or $50) FREE! Would you prefer a we meet one on one or invite others? Either way, I'd love to hang out with you!!
Friend/Family/ Customer	**{Intentional error text, some will message you back to let you know they did not get your full message}** Hi _____ ! Just checking, did you g
Referrals	Hi _____ ! Totally don't want to bother you, but just wanted to see if you wanted to take advantage of your Mary Kay pampering package from _____? If not, no worries! Just let me know so I can select another winner. Have a wonderful week and thanks for getting back to me either way!
#GlowAndTell	Hi _____ ! Totally don't want to bother you, but just wanted to see if you wanna be one of my 21. If not, no worries, just let me know. Have a wonderful week and thanks for getting back to me either way!
Lead Box	Hi _____ ! This is_____ . Totally don't want to bother you, but just wanted to see if you are interested in claiming your package. If not, no worries, just let me know so I can draw someone else. Have a wonderful week and thanks for getting back to me either way!

TYPE	SCRIPT #4 - DAY 11
	The second communication is the same script edited to include how you contacted them the first time. i.e. "Hi _____ ! I also emailed you. How are you?...."
New Consultants	Hi _____ ! Wanted to follow up with you one last time. I am still working to finish up my 30 and would love your help. If I don't hear back from you, I will assume you are super busy right now and make a note to touch base with you in a few months. Hugs _____
Friend/Family/ Customer	Hi _____ ! This is _____ trying one last time to reach you. If I don't hear back from you, I will assume you're super busy right now and will follow up in a few months!
Referrals	Hi _____ ! This is _____ checking in one last time. Please call or text me today. If I don't hear back from you, I will assume you're super busy right now and will follow up in a few months :)
#GlowAndTell	Hi _____! This is _____ trying one last time to reach you regarding our #GlowAndTell challenge. Please call or text me back. If I don't hear back from you, I will assume you're super busy right now and will follow up in a few months!
Lead Box	Hi _____ ! This is _____ trying one last time to reach you regarding your pampering package. If I don't hear back from you, I'll assume you're super busy right now and will draw someone else right now and re-enter you in the drawing in a few months!

When she says "YES"

Great! Does during the week or weekend work best for you? {day or evening}
Perfect! I have Monday or Wednesday OR I have Friday or Saturday
{give a choice of two of when you are working}

PICK THE DATE AND TIME THEN ASK ABOUT HER SKIN
{ON THE PHONE OR TEXT}

1. Have you ever tried Mary Kay before?
2. What are you currently using for your skin care?
3. What type of skin do you have? Dry, normal, combo or oily?
4. What would you change if you were to change anything about your skin?
   Fine lines, dark circles, uneven skin tone, smaller pores, blemishes?

You know_____ I can do one face just as easy as I can do 6.
Can you think of some girlfriends that you would like to join you?

if YES

Awesome! This will help me get my 30 faces done really quickly this month.
How about I check back tomorrow around _____ and you can let me know who all is coming O.K.? {then pre profile everyone coming}

if NO

Hold the appointment on the day you picked and add other women
with her who don't want to have a party.

"I DON'T HAVE THE TIME" "TOO BUSY"

"I understand ———— you know, I'm a really busy person too, so I can appreciate that! The nice thing is I can cater to your hectic schedule. I come to you and it only takes about an hour and I can save you an enormous amount of time-you'll never need to go to the mall again for your cosmetics. I teach skin care and glamour tips and would enjoy pampering you – does that seem like something you would enjoy?"

"MY HOUSE ISN'T NICE ENOUGH"

"Well, that's great because I'd love to have you come to my home or my Studio. That way you wouldn't have to worry about cleaning up and it's easier for me too because I'll have everything I need." **OR**..."Well, that's okay. All we really need is a table. The only people that will be coming are your friends and they're coming to see you and our product. Which date is better for you?"

"I DON'T KNOW ANYBODY TO INVITE"

"I can appreciate that...I didn't know many people before I started Mary Kay either. How about somebody you work with? Or why not just invite a neighbor on both sides and we'll ask them to each bring a friend...what a great way to get to know each other. Now, which is better for you, end of the week or beginning of the week?"

"I DON'T DO PARTIES..."

"That's good because I don't either. I hold private appointments in my home or yours. When would be a good time for you...this week or next?" Then casually invite her to share her time with a friend or two."

"I'LL HAVE TO CHECK WITH MY FRIENDS TO SEE WHAT WOULD BE A GOOD DATE"

"I can appreciate that, however, why don't we go ahead and schedule it on my calendar and then let your friends know...if we have to change it later, we can. Keep in mind it will be tough to get a time when everyone can join you. If you find this time doesn't work well, you can give me a call in the next 24 hours and we'll pick another more suitable time. Ok? Which is better for you at the beginning of the week or the end of the week?"
{This is the tentative booking approach}

"I WOULDN'T WANT TO WASTE YOUR TIME – I ALREADY USE BRAND X"

"Great! You obviously appreciate good Cosmetics! It would be fun for me to treat you and get your feedback as to how Mary Kay compares with what you're currently using. Keep in mind that there is no obligation to purchase anything and you can have a glamour item at half price just for giving me your opinion. I just get credit for treating people to makeovers and you may enjoy learning some new cosmetics tips. Which is better for you – Tuesday or Thursday?"

"I TRIED MARY KAY ONCE & BROKE OUT..."

"I'm so sorry you had that experience-may I ask you how long it has been?
{Explain the product changes}   , may I ask you what you mean by "Broke Out"?
Was it blemishes? {Wrong Formula} or little red itchy bumps? {a Sensitivity to possibly one of the products-doesn't mean she can't use the whole line.} I would love to introduce you to our products and get your opinion. Which would be better for you, Weekdays or Weekends?"

Thank you to Lia Carta, Elisa Martin, Sandy Welch, Michelle Cunningham, and all others who have contributed to this amazing Power Booking Plan!

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