

# Overcoming Holiday Booking Objections



This holiday season offers unique opportunities to serve your customers and earn extra profits! Besides learning about skin care and glamour at your skin care parties during the holiday seasons, your customers can also enjoy the convenience and fun of gift shows or open houses to select holiday gifts for themselves, their family & friends.

Due to the many activities during the holidays, some of your prospective hostesses and guests may not be able to see how easily a Mary Kay skin care party, gift show or open house can fit into their schedules. The following suggested dialogues can help you overcome your prospects' excuses. Remember, an initial "no" response usually means, "I need more information; tell me how holding a party will benefit me." You'll want to practice and use these dialogues to schedule additional holiday bookings with ease!

- **"With the holidays, I'm too busy with parties & family gatherings."** "\_\_\_\_\_, that's wonderful. Your friends and relatives will really appreciate an invitation to join you for a complimentary facial where they'll learn how to develop a good skin care routine. Suppose we do this (with date book in hand). Let's set a tentative date for your class with the understanding that if the time comes and you find it inconvenient, you can call me and change the date."
- **"I've just about finished my holiday shopping."** "As usual, \_\_\_\_\_, you're so organized. I always leave stocking stuffers until the last minute. I'll bet some of your friends are the same way. If you give them an opportunity to avoid crowded department stores by shopping in your home, you can earn hostess points toward a lovely gift or skin care or glamour items for yourself. Which part of the week is better for you, the first part or the latter part?"
- **"Oh, my relatives will be visiting from out of town."** "That's fantastic, \_\_\_\_\_, not only will they enjoy getting together, I know (mother/sister/aunt/cousin) will appreciate your thoughtfulness in arranging their complimentary Mary Kay facials. You may want to ask a few friends, too. Which part of the week is better for you, the first part or the latter part?"
- **"Keeping up with the kids' activities this time of year really keeps me on the go."** "I can understand that, \_\_\_\_\_. This is a busy time of year for most people. That's one of the reasons I selected you. I know you're always concerned about looking your best, particularly when you're meeting teachers and other parents. Why don't we schedule a complimentary facial for next week? Let's look at my date book and see what time is better for you: the first part of the week or the latter part? Morning or afternoon? You may want to ask a few friends or other mothers you know to join us."
- **"The kids will be home from school."** "I bet there will be times when you'll want to get away and do something special for yourself. I'll have a special gift for the person who baby-sits for the kids when you hold your skin care party."
- **"It's so cold and inconvenient to go out in this weather."** "\_\_\_\_\_, you'll be surprised how, by inviting a few friends over for a complimentary facial, the atmosphere will naturally warm up. Your guests also will avoid the parking problems they find when they go out to shop. Which is better for you, morning or afternoon?"

**By overcoming holiday booking objections, you can have a full date book and a successful holiday sales season. Use these dialogues to build your profits and book your gift shows and skin care parties!**