

BOOKINGS.

Booking is the lifeline of our business and you must fall in love with it by all means and become a booking machine. As the popular saying goes, “if you are out of booking, you are out of business”.

The best way I have found to book is to use ice breakers. I always pray that, God would lead me to the right people who would love what I am offering.

When I am booking a total stranger, what I have found to be most useful is breaking the ice through giving compliments.

I look for something nice and positive I can comment on and I use that to break the ice. Marykay Ash said that, “**everyone has an unseen sign on them that says, ‘make me feel important’**,” when you make people feel important through honest and sincere compliments, warm chattering becomes easy.

You can check out the sample script I use below;

1. For a person who looks really sharp, I may go this way;

Hello, you really do look so sharp, I told myself, I wouldn't pass you by without complimenting you and giving you my card.....She smiles and says thank you and at this point I shake her hands and say;

My name is Toyin John and I teach skin care with Marykay. Are you by any chance familiar with the products?She answers yes or no, if it's yes, I want to know if she's currently using the products and if she has an “active” consultant taking care of her. If she does, I encourage her to keep on using the products. If she doesn't have an active consultant, I offer to take care of her. If she has never used the products or it's been a long time since she used them, I will schedule an appointment with her. I will say;

Great, because every single month, I treat 30 sharp looking ladies like you to a complimentary pampered facial. You are under no obligation to buy anything

but if you fall in love with the products and would love to purchase them, I would not stop you. [laugh]

I have found out that when you tell them they are not under any obligation to purchase anything, it takes the pressure of buying off them and when you add that, if they fall in love with the products and want to purchase them, it leaves the door open for them to know that, they have the freedom to choose to buy or not. Don't worry, our products are fantastic, if a lady enjoys the facial and can afford the products, she would buy them without any pressure. Just give her a great time. In order to book her on the spot, I go ahead and ask;

What time would work best for you, weekday or weekend? She answers, assuming she says weekend, I would say, ***would it be Friday, Saturday or Sunday?*** Assuming she says, Saturday, I would ask, ***what time would be perfect for you on Saturday, morning, noon or evening?*** Assuming she says, afternoon, I would ask, ***would you say, 12noon or 2pm or 4pm?*** [Make sure you offer the times you have openings] Assuming she says, 3pm. I would say, ***Great, I have you down*** [I am writing it in my datebook in front of her] ***for Saturday at 3pm. I would be calling you in two days' time to remind you. Would you happen to know a couple or more ladies who would enjoy a complimentary pampered facial with you? I would love to pamper them as well because the more the merrier.*** If she says yes, tell her you'd call her to get their names and let her know that there is a hostess reward for her if she invites them and they come. This is how I turn a facial into a party. At this point, I get my info card and pen and get her number and ask her to spell her name for me as well.

If someone does not want to book with you on the spot because they do not know their schedule, don't pressure them, ask if it would be okay to call them back to book them.

I also recommend the use of **FRANK** as taught in some circles in Marykay. You may be wondering, who do I book? Where do I start from. Consider the use of **FRANK**. It will get you thinking as per who to talk to. Let's see what it stands for;

F-FRIENDS

R-RELATIVES

A-AQUAINTANCES

N-NEIGHBORS

K-KIDS [KIDS' FRIENDS' MOMS]

I always go back to the same script of “I pamper 30 women a month” when I warm chatter.

Ice breaking is finding a common place to strike a rapport with someone. It may be what they are wearing, their kids, something they are checking out at the store or plain saying, ***Would you be offended if I offered you my card?*** Based on their response, book or not.

I believe that, when you warm chatter on a regular basis, it would become a second nature. This is particularly true for some of us who started in a place where we knew nobody. In order to get bookings, warm chattering is a must!

If you have families, friends and colleagues, booking them may be easier because you already know them. You may simply ask them to support your goal by hosting a class.

Skin care classes or parties are the way to go in Marykay. It only turns to a facial when none of the guests shows up and if the hostess just wants a facial all to herself. Some people want to get familiar first with the products and the whole process before committing to a class.

Booking from referrals is another great way to get bookings. Every lady you know or meet knows another one that you do not know so make sure, you get as many referrals as possible.

This is particularly true of referrals you get from skin care classes. I normally ask the guests to let their friends know that a Marykay lady would be calling them. When I call, I say something like this;

Me: ***Hello, may I speak with Susie***

Susie: ***Susie Speaking, how may I help you?***

Me: [Sound fun and enthusiastic..it is contagious!!!] ***Hello Susie, I am so excited to be talking with you, my name is Toyin and I am the Marykay beauty consultant that got together with your friend, Lacy. She picked you to receive the gift of a complimentary pampered facial and I am just calling to schedule an appointment with you so as to let you enjoy your gift. Do you have a minute to talk? I won't be long.***

Susie: ***Oh yes, she mentioned you'd be calling. So how does it work?***

At this point I refer back to the script above that says; "what works for you weekday or weekend?....." and I book her. I also ask her if she has a couple or more ladies who can join her at the appointment.

Booking is simple when you make it fun. If someone does not want to book with you, it's okay, move on to the next person. Always remember that, there are loads of other peOple who would love to book with you, you only need to find them.

If you also work the ones you have, you will find out that, getting referrals can be endless. So make every use of it.

HAPPY BOOKING!

