Lara McKeever's Power Start Booking Script

BOOKING YOUR PERFECT OR POWER START:

Hi ___(Jane)_____, do you have a quick minute? Great! I just started my very own business and I am so excited. I am in training to be a Mary Kay beauty consultant and I need your help. I'm not calling to ask you to buy anything or to sign up for anything, however, as part of my training I am challenged by my director to practice on 30 women whom I value their opinion. Just for achieving this challenge I earn a special bracelet and for you helping me out you will receive a complimentary skin care consultation and $10 of free product of your choice. Is there any reason why you wouldn't be able to HELP me with my TRAINING.

Great, which would be better for you....I have _____ or _____ available at__(6:30)__ or __(7:00)__pm. Wonderful, I have you scheduled for Monday evening at 6:30pm. (Jane), I so appreciate your willingness in helping me succeed.

By the way (Jane), since I am already coming to you on Monday, if you have a couple of girlfriends that you think would give me their honest opinion and do not already have an MK consultant could you please invite them to join you so that I can practice in front of a group. You only need to have 2 other people share the appointment with you in order to receive more FREE products. Who do you know that you think would love the pampering and be able to help me?

Great! I will need to call your guests so that I can ask them a couple of questions about their skin before the appointment. Is there any reason why I couldn't call you in a couple of days to get their names and phone numbers? Thank you Jane! Your support of me means more than you know.

Tips when booking:
1. Approach every call with a positive expectancy and enthusiasm. Enthusiasm is contagious.
2. Follow your script even if it feels uncomfortable. Call me if you would like to practice it first.
3. Always get a date even if its tentative.
4. Try to book within the week and never more than 2 weeks out unless its the only availability that you have.
5. When booking never say "What works for you..". Always start by only giving 2 choices first.
6. Book the one on one appointment first then ask her to invite girlfriends once you have the date confirmed. This way if she doesn't want to have girlfriends then you can fall back on the original arrangement of the one on one consultation.
7. Remember that the two key words when asking are HELP and TRAINING. Women are helpers and will help you before they will help themselves.