

Booking Scripts to use to get your bookings!

New Consultant Booking Script:

"Hello _____ this is _____. Do you have a quick minute? I'm very excited about starting my business as a consultant with Mary Kay Cosmetics, and as part of my training the company asks us to get the opinions of our Skin Care from 30 women who_____, and of course, I thought of you. _____, I would value your opinion. Is there any reason why we couldn't do a short appointment in the next week or 10 days? Which would be better for you, (weekend or weekday, day or evening, give choice of two times)? "

After booking the facial say: " You know _____, it is just as easy for me to work with 2 or 3 at a time and a whole lot of fun, would you prefer to include others to receive a free gift from me? It would also speed up the training process, and I really would like to have your friends' opinions, too! "

Tentative Booking Approach:

There will be times when a client will want to book an appointment, but is either unsure when she wants to book or feels she needs to check with her friends. Your response could be:

" _____, I realize you need to check your schedule, but let's reserve a time that might be good for both us right now, pencil it in, with the understanding that if we need to change it.....we will! Which date would be better for you... (choice of two)?"

" _____, I understand that you want to check with your friends first, but you're bound to get 4 or 5 different preferences from each of them! Why don't we pencil in a time that's great for both of us, with the understanding that when the time draws near, we can change the appointment to whatever I might have open. Which dates would be better for you.....(choice of two)?"

To Reschedule Someone who has postponed/rescheduled frequently:

" _____, we seem to be having a tough time coming up with a good time for your appointment, and I know you have been very busy with (work, school, kids. LIFE). But I do have a special plan for women in your situation. If you consider yourself to be somewhat spontaneous, spur of the moment,... I have a WAIT LIST that I could add you to....and if I have a last minute cancellation, I may call you to see if you want that appointment time. Does that sound like something you'd be interested in? Of course, if your time frees up at any point...I'd love to hear from you first! "

WHAT THIS DOES FOR YOU:

- Puts the "ball in her court", but you can always try her later with your Wait List openings.
- Graciously lets you release her from your datebook, and lets her off the hook if she's not interested.
- Establishes you as a Professional, and reinforces that you are a serious businesswoman.