

Booking Daytime Appointments...by NSD Pam Shaw

Just got another call from TALLI MITCHELL of Dothan, AL. She had **ANOTHER GRAND DAY!!** She had a class with 3 this morning, sold all 3 the TWISE Basic, a total of \$270 and booked another party!! So far, Talli has had an \$800 week. Last week was \$900!!

Now....let's see...I thought.....

1) ***Nobody would book during the day?????*** Talli's goal is to schedule 3 a day - one in the morning, one in the afternoon and one at night. She has sold a TON during the day. Remember, most people do NOT work 8-5, but rather do shift work. Anyone in retail rarely has Sat./Sun. off with 8-5 hours. Hospitals, usually the biggest employer in a county, have most of their employees working swing shifts. Just go out during the day and see allllllll the people at the mall, grocery store and especially, Wal-mart!! Are they skipping work to shop???? Don't you know that those places stay open 24 hours a day because SOMEONE IS ALWAYS OFF WORK TO SHOP!!

2) ***But it's Little League and the end of school and, and, and.....*** Right and if it's not that, it'll be something else. I personally booked 3 classes a few min. ago, all are parties and all are very busy women!! I sold them on being PAMPERED and having GIRLFRIEND TIME! Talli works to keep 10 on her books and if she doesn't have any new leads, GOES OUT AND FINDS THEM!! How?? She uses any one of the umpteen ideas that come across email or can be found on our website.

3) ***But people just won't book.....***All of the women I called this morning said the same thing to me..."Let me check with my friends and I'll call you back." I KNEW that if I got them off the phone without a booking, my chances of booking them at all went down dramatically. We did the TENTATIVE DATE BOOKING anyway because I'M BUSY, TOO AND I WANT TO MAKE SURE THEY HAVE AN APPT. All of them gave me a definite date and by the time the conversation was over, that tentative date was a set one!

4) ***But people aren't buying the basic....***I'm not sure, but I think Talli sold 3 of the \$200 rollups THIS WEEK. I also think she sold 3 or 4 last week. Mmmmmm, how is she doing that??? Well, maybe by assuming the sale, maybe by believing that we have THE BEST product on the market and that every woman can benefit by it, maybe by believing that she has an incredible service to offer women!!! Make sure you have a strong close. Learn the words, be confident and also learn WHEN TO SHUT UP!! That's as important as talking.

5) I don't know anyone to book.... Don't know where you live, but people don't usually come banging on my door begging for a facial or to sign up! When you have ZERO leads, get up, get dressed and get out the door!!!! Run errands and give out a card and/or sample baggie to everyone!! Set a goal to give out 10 cards a day for one week! Get out some facial bags or 10 surveys to 10 people to get 100 new leads in one week. ASK!! ASK!! ASK!!!

(Remember, ATTRACT, DON'T ATTACK! Put on your Mary Kay face, dress nicely, do your hair and get out the door!!!) Please don't stalk potential clients, meet, greet, and share Mary Kay in a way that isn't intrusive. For example; standing in line at the Wal-Mart and you are casually talking to the lady in front or behind you. Offer her your card, and the best approach to this is to ask permission first. "Hi, my name is and I'm a Mary Kay Beauty Consultant, could I give you my card. Or, I have a sample of a lipstick here that I would love to give you to try. I think the color would look great on you, etc. etc." People are usually not offended unless you are offensive.

Talli is new to Dothan, a single Mom and dependent on her Mary Kay to support her family. She knows this is what the Lord wants her to do. She also knows that if she gets a J-O-B, she will spend most of it in childcare, have only a little to show for a week's work AND miss raising her own children. She GETS DRESSED UP AND GETS OUT THE DOOR EVERY DAY that she doesn't have appt. She is consistent in gathering new leads. Her class this morning came from an Easter Egg (which had a gift certificate inside ..to be redeemed when she had her facial) she handed out earlier this month.

Mary Kay used to tell us that business comes where it is welcomed. Are you "welcoming" new business?? Or are you sitting on your laurels waiting for it to come to you??