

## **Booking tips from NSD Kathy Goff-Brummett**

**Booking truly is the lifeline of a consultant's business. In fact, if your date book is empty, the doors of your business are closed. The good news is that you can open those doors any time you choose. Let's look at some ways to open the doors of your business and get your date book filled.**

**The first, most obvious way is ASK!!!!!! Now, that's a novel idea!!!!!! Make a list of 40 - 50 people and just start making calls.**

**Before you start making your calls, write out a script and practice it in front of the mirror. Then, go to work making all those calls. Don't stop with 3 bookings - that's the mistake most consultants make. Once they have 3 bookings, they stop calling. They call their director so excited they can hardly stand it because they've never had that many bookings before. But, 2 postpone and they hold only one. They book 2 or 3 from that class, 2 postpone and they hold one. They book 2 or 3 from that class, 2 postpone and they hold one. When you work this scenario, you never get more than one class at a time holding. But, if you make 40 calls, 20 will tell you no. 20 will say yes, but only 10 will hold. From that 10, you book 2 or 3 each (25 bookings) and from those 25, 12 will hold. You book 2-3 from each (30 bookings) and 15 hold. Can you see that the numbers grow exponentially and you're never out of bookings?**

**The second way to book is from referrals. Ask every reorder customer, "Who do you know who might enjoy using our products as much as you do?" Ask for referrals from every class. But, ask for only as many referrals as you are following up with. There is no success in having dozens of referrals stacked on your desk.**

**The next way to get bookings is from warm chattering. Now, we have had a misconception about warm chattering in the past. Warm chattering does not mean walking up and down the mall attacking people with our business cards. Warm chattering means building relationships with people and then mentioning**

Mary Kay. Now, don't get me wrong - it doesn't take 6 weeks to build a relationship. It can be done in 5 - 10 minutes. It is done talking to the checkout girl while she checks your groceries. It is done talking to the manicurist while she does your nails. It is done sitting on the bleachers watching your child play ball. Start a conversation about some mutual interest. Then, work it around to Mary Kay by asking her what she does. Of course, she will then ask what you do. Remember, that first you are a Mary Kay consultant, then, you work that other j-o-b! Then, follow with, "Has anyone ever taken the time to offer you a Complimentary Skin Care and Glamour pampering session? Our company is having a makeover contest now and offering entrants the opportunity to be entered in a contest to win \$10,000 cash [or whatever contest is currently going on]. I'd love to have you as a model. Is there any reason why we couldn't get together?"

And, finally, the best way to get bookings (and the one we all want to work toward) is from skin care classes. The numbers will always be better when you are trying to book people who are in the process of experiencing the product. Set a goal to get your date book full now and to never have to get on the phone again. Perfect your class booking skills. First, be sure to mark each page of YOUR beauty book reminding you to mention the check up facial during your classes. The check up facial is your best booking tool from classes. You must show them that it is a service you offer to anyone who gets on the basic - "you" automatically come as one of the steps to the system. Then, when you close, you just book the check up facial with everyone who buys basic. At that point, show her how she could get credit toward other products that she couldn't afford tonight by sharing her check up facial with 3 or 4 friends. Don't forget to entice the ones who don't buy the basic (the only reason they don't is that they can't afford it right now) to hold a class for you and use their credits to get started on skin care. And, last but not least, remember to rebook your hostess for the preferred hostess program (glamour class, nail class, holiday class, and aromatherapy class).