

# MARY KAY BOOT CAMP



🔊 #2

## BOOKING / COACHING

# CLASS #1 HOMEWORK

Standing recognition for each assignment completed...

1. I decided how many hours I will work and *highlighted my datebook* for available time slots to hold appointments.
2. I selected the appropriate **YEAR LONG GOAL SHEET** and put it in my **BRAIN BOOK BINDER**.
3. I used my **Let's Get Organized** Handout from my Welcome Packet, went **shopping** for my MK Office supplies & **SET UP MY SYSTEMS**.



**GREAT JOB!!!**



# IN THIS CLASS WE WILL COVER:

1. *Why* people BOOK
2. How to get on the **DATE BOOK**
3. How to create a **WIN/WIN** & work **FULL CIRCLE** with our **HOSTESS PLAN**
4. How to **COACH** your **HOSTESS** and keep her **EXCITED!!!**
5. How to keep your **DATEBOOK** full all **YEAR LONG!**





**MARY KAY  
SAYS...**

**If you're out  
of *BOOKINGS*,  
you're out of  
**BUSINESS!****

# REPEAT AFTER ME...

◎ “Bookings  
are the  
***LIFELINE***  
of my  
business!”



# REASONS PEOPLE BOOK...

1. To **HELP** YOU!
2. To **TRY** something **NEW!**
3. It sounds like **FUN!**
4. They **LOVE THE PRODUCT** & would like to earn some **FREE!**



# GETTING OFF TO A PERFECT & POWER START!

- ⦿ You must have a GOAL and be EXCITED about that GOAL!



# WOULD YOU BE EXCITED IF...

- ◉ *I handed you \$1000 CASH right now?*
- ◉ The average sale per customer is \$69 (Basic Skin Care \$60) x 30 faces = \$2070 in sales and at 50% PROFIT you would make on average over a **\$1000!** 🔔



# BASIC BOOKING SCRIPT

- Start with your **CONTACT LIST** and use this script...



*“Hi Susie, this is Sandy. I am so **EXCITED** about something. Do you have a quick minute? **GREAT!** I just started my **MARY KAY** business and a part of my training is to practice on 15 people in my first 15 days so I need to borrow your face!”*

# NEVER ASK A YES OR NO ?

- ◎ 9 times out of 10 if you ask, “*Would you like to get together for a facial?*”, you’re going to get a “**NO**” or “***can you check back with me?***”



# ALWAYS GIVE THEM 2 OPTIONS...

◎ “What’s better for you...during the week or on the weekend?”

◎ “During the day or in the evening?”

◎ “2 o’clock or 4 o’clock?”



# LET'S PRACTICE...

“Hi \_\_\_\_\_, this is \_\_\_\_\_.”

*I am so EXCITED about something. Do you have a quick minute? GREAT! I just started my MARY KAY business and a part of my training is to practice on 15 people in my first 15 days so I need to borrow your face!”*

◎ *“What’s better for you...during the week or on the weekend?”*

◎ *“During the day or in the evening?”*

◎ *\_\_\_\_\_or \_\_\_\_\_?”*

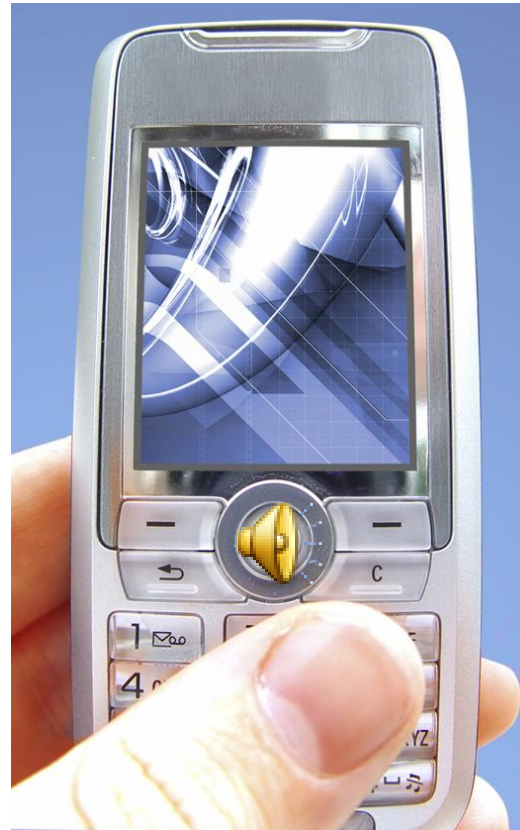
# TURNING IT INTO A CLASS!

- Let them know that they could earn FREE PRODUCT at their appointment...

*“Great! I can’t wait to see you on \_\_\_\_ at \_\_\_\_.  
I really appreciate you helping me with my goal.  
I have another question for ya, how would you like to get \$40 FREE? If you have 2 or more friends share your appointment, I’m going to give you **\$75 for \$35!** Who can you think of that you could invite over so I could count their face too? Great! I’ll drop a little packet by that has some invitations & a book in it for you.  
Just so you know, I’m still coming even if it’s just me and you..”*

*PULL OUT YOUR  
CELL PHONE!*

It's time to  
*PHONE A  
FRIEND!*



# LET'S TRY IT!

“Hi \_\_\_\_\_, this is \_\_\_\_\_.”

*I am so EXCITED about something. Do you have a quick minute? GREAT! I just started my MARY KAY business and a part of my training is to practice on 15 people in my first 15 days so I need to borrow your face!”*

⊙ *“What’s better for you...during the week or on the weekend?”*

⊙ *“During the day or in the evening?”*

⊙ *\_\_\_\_\_or \_\_\_\_\_? Okay, great!*

*“I can’t wait to see you on \_\_\_\_ at \_\_\_\_\_. I really appreciate you helping me with my goal. I have another question for ya, how would you like to get \$40 FREE? If you have 2 or more friends share your appointment, I’m going to give you \$75 for \$35! Who can you think of that you could invite over so I could count their face too? Great! I’ll drop a little packet by that has some invitations & a book in it for you.*

*Just so you know, I’m still coming even if it’s just me and you.”*

# WHEN YOU DROP OFF HER PACKET

- Go over the Hostess Plan with her!
- Your Hostess is your **BUSINESS PARTNER!**

## MARY KAY NEW Hostess Program



Share me with **2 or more friends** & you are guaranteed **\$75 for only \$35** which is **\$40 Free** or up to **20% of your total sales...your choice!**



20% with 2 or more Bookings!  
15% with 1 Booking—10% with 0 Bookings

**1/2 price item** for getting **5 orders** before your party

- 1/2 price item** for

creating a **guest list with 20 or more names & numbers!**



\*Please text or email me a copy, or use the back of your Profile Card

Have a **PERFECT PARTY** and choose from the **Brush Set**, **Compact Pro** or **Roll-Up Bag FREE!**



**Perfect Party:**  
**\$200** sales  
**2** Bookings  
**2** People  
listen to a cd

\*Gift given after bookings hold.



- 1/2 price item for each Booking
- 1/2 price item for listening to a Choices CD.



Take a moment to answer a questionnaire and be entered to

**WIN \$1000 CASH!**

\*Cash giveaway in May 2010!

## HOSTESS CONTEST

Be the **#1 HOSTESS & WIN \$100 CASH**  
Be entered to **WIN CASH** for every \$100 in sales for the entire Quarter!



Held at the Sheraton on the river in Jeffersonville, IN on

at 6:30pm!

\*Must be present to WIN!



Be a **Preferred Hostess** with me and get special benefits

Here's how it works-hold **3 different appointments** per year and you'll receive benefits listed.

### PREFERRED HOSTESSS BENEFITS INCLUDE:

- ◆ Hostess credit at all classes/Parties
- ◆ A "Thank You" Gift at each class/party
- ◆ 40% off all fragrances purchased throughout the year
- ◆ 4 mailings per year, including a gift with purchase & FREE SAMPLES!
- ◆ Earn all 3 **PERFECT PARTY** Gifts!

### PREFERRED HOSTESSES:

Share me with

**\*4 NEW friends**

who do not have a

**MARY KAY** Consultant

and receive our Gorgeous

**Custom Compact**

**Free!**

**\*ONLY applies at 2nd party!**



\*Compact unfilled!

# CYCLING CLASSES

Imagine if you had just  
**30 Hostesses** for the year  
who had 3 classes each  
(**Skin Care Class,**  
**Glamour Class, Spa Party**)

$$30 \times 3 = 90$$

$$90 \text{ classes} \times \$300$$

$$= \$27,000$$



# BOOKING FROM CLASSES

- ◎ You enroll her guests in HER GOAL at the beginning of the class just by reading your **FLIP CHART!**

## Now I'd like to present the Hostess with a THANK YOU GIFT:

- This gift is for having me over and sharing me with your friends, which is the greatest complement you could ever give me. It says you LIKE ME and TRUST ME,!
- Now I'd like to share with you what she gets for being a HOSTESS:  
I want you all to relax and have fun because there is **no purchase required**. Just for sharing me with her friends, our Hostess could receive **\$75 in product for only \$35!** **That's \$40 in FREE product!** Or, she could earn up to **20% of her total sales in FREE PRODUCT**, whichever ends up being more.
- **Now, if you are tempted...and I know you will be...I have most of the products here with me so you can take them home and start using them right away!**
- Just so you know, I take **VISA, MASTERCARD, DISCOVER, CHECK, CASH** and **H.U.P.** (H.usband U.nawareness P.lan.)
- Now, let me tell you about the PERFECT HOSTESS GIFT:  
She can also earn one of these fabulous gifts: **Roll-up Bag, Brush Collection or Compact Pro** when she has **\$200 in sales, 2 bookings, and 2 people take home a \*cd or dvd.** (listen and return for a **50% off item**)
- Which gift would you choose? Write that on the top of your profile card. I will help YOU earn that at **YOUR CHECK-UP APPOINTMENT.**
- And finally, she gets to compete in the HOSTESS CONTEST:
- **If she's the #1 Hostess in the area, she gets \$100 CASH!** Her name will also be in the drawing for additional cash for every \$100 in sales at her class and for orders throughout the quarter.
- **If she's one of my TOP 3 HOSTESSES,** I will come pick her up and we'll grab dinner before the event. Now, you guys can come too and maybe **WIN** the \$100 Door Prize but you'll have to just meet us there, or YOU could be my **NEXT TOP HOSTESS!**

# I ♥ MY HOSTESSES!

1	13
2	14
3	15
4	16
5	17
6	18
7	19
8	20
9	21
10	22
11	23
12	24

## Perfect Party Gift:

- **\$200 SALES**
- **2 BOOKINGS**
- **2 CD/DVD'S**



**BRUSHES, BAG, or  
COMPACT PRO**

## HOSTESS CONTEST:

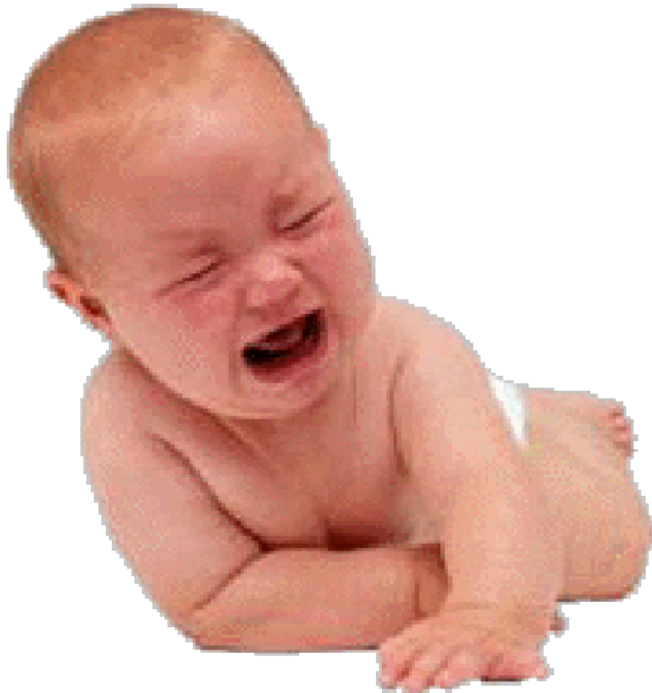
- **FREE GIFT**  
for my  
**#1 Hostess!**

• **\$100 CASH**  
for the area's #1 Hostess  
*Chance at CASH for every  
\$100 sales all quarter long!*

# MORE ON COACHING

- Encourage her...

- to get CHILD CARE
- to hold the REFRESHMENTS until the END



# FOR EVERY CHILD PRESENT

- ◎ You can *take \$50-\$100 off your sales.*
- ◎ If there are children at the party, Momma isn't having a good time and neither is anybody else!



# REFRESHMENTS

- ◉ Women come out for FOOD!
- ◉ If you hold the refreshments until the end, it keeps the guests busy in the kitchen while you're doing your ONE-ON-ONE appointments.



# STAYING ON THE DATE BOOK EACH QUARTER

◎ Share your **STAR GOAL!**

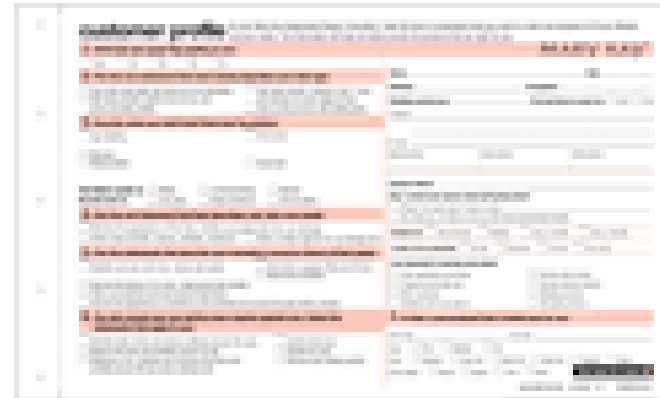
*“Hey Susie! I am SO  
EXCITED! Do you have  
a quick minute?  
GREAT! I’m in a  
contest to win a \_\_\_\_\_,  
and all I have to do is  
\_\_\_\_ faces by \_\_\_\_\_  
and I need to borrow  
your face!”*





# GETTING THE GUEST LIST!

- ◉ Playing the **NAME GAME** at your parties will help you get the GUEST LIST which will also ensure the party holds!
- ◉ Have your guests pull out their cell phones. When you say **“GO!”**, have them write down as many names and numbers until you say **“STOP!”** and whoever has the most names gets a GIFT!  
*(purse-size hand creams are GREAT!)*
- ◉ Everyone else will get a ticket for the DOOR PRIZE for every name they wrote on the back of their **PROFILE CARD.**



# CONGRATULATIONS!!!

- ◉ You've completed your **class #2!**
- ◉ Just remember, it will take time to MASTER everything you learn from these classes.
- ◉ **Be patient with yourself** and **NEVER MISS A MEETING**. Miss 1 your **SICK**, 2 you're **DYING**, 3 your **DEAD!**

**THOSE WHO  
SHOW UP,  
GO UP!**



# HOMework

1. Complete your **CONTACT LIST** of 50 or more people you know that have skin and are breathing!
2. Practice your **BOOKING SCRIPT**.
3. Put together **10 or more HOSTESS PACKETS**.
4. Book your **PERFECT START!**

*Get 5 TICKETS in our  
MONTHLY PRIZE DRAWING for  
completing your HOMEWORK!  
This is on the Honor System.*

