

How To Book a Perfect Start/Power Start

Make a list of friends, relatives/past acquaintances, friends of family/children.

Don't Pre-Judge!!!

Valued Opinion – “Hi, _____, this is _____. I don't know if you know this yet, but I'm teaching skin care and color for Mary Kay and I'm so excited! I thought of you immediately because I value your opinion. I'm having a few friends over next week to sample products and I'd love to include you. Which is better for you – Monday or Thursday?” (Those whose opinions you value.)

Mary Kay Users – (People who are already using the product, but are not being serviced, i.e. consultant moved away, consultant quit, or customer is new to area) **SOMEBODY ELSE'S CUSTOMER IS JUST THAT – SOMEBODY ELSE'S CUSTOMER!!!** “Hi, _____, this is _____. I don't know if you know this yet, but I am teaching skin care and color for Mary Kay and I'm so excited! I thought of you immediately because I know you are currently using the product. Are you currently being serviced? If they respond yes, say, “Great! If you ever find yourself with out a consultant, please call me.” If they respond no, say, “Great! What do you need right now that you'd love to get free?” (Don't steal customers, only “orphans”.)

Arm Twisters – “Hi, _____, this is _____. I don't know if you know this yet, but I'm teaching skin care and color for Mary Kay and I'm so excited! I thought of you immediately because you are my cousin (Mom, best friends, etc.) I need to practice on 15 faces in the next two weeks. Is there any reason we can't get together? She'll say no, you say, “Great! Which is better for you _____ or _____?” (Good friend, family or those who owe you a favor.)

“Oh, by the way, you're allowed to invite up to three of your closest friends at absolutely no obligation to any of you. And if you help with my business goal, you can choose \$25 in products absolutely free!”