

OVERCOMING BOOKING OBJECTIONS



“I’m too busy (don’t have time)”

I know exactly what you mean. Life seems to be flying by. Do you ever feel like you need a little pampering time? How about inviting 2 or 3 girlfriends to join you for a 1 hour pamper session. I’d love to do that for you. **OR**

I know how you feel. I know others have felt the same way, and what they found was that my services actually save time. Besides, do you have a few friends or relatives you’d love to see more often? This is a perfect opportunity to socialize with them! Feeling and looking prettier is a great reason to get together, isn’t it?

“I use Brand X”

Hey that is great! It is obvious that you are investing time and money in your skin care. Let me ask you, do you feel you are getting the results you want for the price you are paying? I would love to take 45 minutes to show you the #1 brand in the US and get your opinion. I can share with you how much money I can save you.

“I tried MK and I broke out” “I’m allergic”

I’m so sorry. If you don’t mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you at a follow-up facial to solve the problem? Often times, if a Consultant is not well trained, they can mis-formulate products. That can be disastrous! Were you able to take advantage of the \$ back guarantee? Since we have cutting edge new products, I would love the chance to make it right for you. You can bring along the old product and I will give you credit for them.

“I don’t wear makeup”

That’s perfect! You might be surprised to know that Mary Kay is the leading developer of skin care products. I would really love to get your opinion of our basic skin care products.

ADDRESSING CONCERNS....

You will want to be ready with responses for those prospective customers who are reluctant to schedule an appointment. This is not difficult if you are able to replace a negative thought with a positive thought. The formula for handling concerns is as follows:

- 1) Repeat the concern**
- 2) Share what we have to offer that addresses the specific concern.**

“My house isn’t completely furnished (or nice enough)”

Well, after all, you are going to invite your best friends and neighbours. They are coming to see you, not your house.

“My children aren’t in school and I don’t have a baby-sitter”

I have a special gift for the person who will baby sit your children. *(It’s a good investment to carry gift-wrapped body lotion with you to give to the neighbour or the person in charge of the children during a class)*

“I’ve been to a skin care class before ”

If you don’t currently have a Beauty Consultant, I’d love to introduce myself and the newest Mary Kay products to you at a skin care class. The Company is always improving the product line and developing new products, and I’d really value your opinion.

“I don’t know anyone”

Great! This will give you a chance to make some new friends. Just ask two or three people and have each of them bring a friend.

“Mary Kay is too expensive ”

You may be surprised to find out that my services could actually save you time and money. Besides, you are under no obligation to make a purchase. I would just love to get your opinion of how my Mary Kay products compare to what you are currently using and if you decide you’d like to use them everyday, I can work with you to find a way for you to get them.

“I just don’t want to hold an appointment right now”

Okay, I understand. I’d like to leave you with these samples (*or mail them if she’s on the phone*) and get your opinion of the product. Would that be okay? Great. I’ll call you in a couple of days to see how you like the products. And if you like them, maybe I could drop off a full-sized product and show you a few other things in the product line. Would that work for you? Good, I’ll call you on Tuesday.

“My house isn’t very big”

Oh, don’t worry about that. Some of the best classes I ever held were with a small group.