

BOOKING DURING THE HOLIDAYS

To serve your customers and earn extra money! With so many activities during the holidays, some of your prospective hostesses and guests may not be able to see how easily a Mary Kay skin care class or open house can fit into their schedules. The following suggested dialogues can help you overcome your prospects' excuses. Remember, an initial "no" response usually means, "I need more information. Tell me how holding a class will benefit me." You can use these dialogues to help you schedule additional holiday bookings with ease!

"With the holidays, I'm too busy with parties and family gatherings."

"_____, I know what you mean. The holidays are a great time to get back in touch with loved ones. What I am finding is many of my clients are wanting to try a new look for all those Holiday Parties. We can do a private consultation or maybe make your own party of it and invite some friends over."

"I've just about finished my holiday shopping."

"_____, you're so organized. I always leave stocking stuffers until the last minute. I'll bet some of your friends are the same way. If you give them an opportunity to avoid crowded department stores by shopping in your home, you can earn free Mary Kay toward a lovely gift for yourself. Plus we can play with some Holiday Party Looks."

"Oh, my relatives will be visiting from out of town."

"That's fantastic, _____. I love being with family for the Holidays. Do you think some of your guest would enjoy a makeover pampering? Maybe you can schedule me to be your entertainment for an evening before you go out to dinner or before a party

"Keeping up with the kids' activities this time of year really keeps me on the go."

"I can understand. This is a busy time of year for most people. That's one of the reasons I selected you. You know so many women who are on-the-go too and you could probably all use some time to be pampered. It will only take an hour and you can get some of your shopping done while being pampered and spending time with friends."

"The kids will be home from school."

"I bet there will be times when you'll want to get away and do something special for yourself. I'll even have a special gift for the person who baby-sits for the kids when you hold your skin care class or Christmas Coffee."

"It's so cold and inconvenient to go out in this weather."

"_____, you'll be surprised how, by inviting a few friends over for a free makeover, the atmosphere will naturally warm up. Your guests also will avoid the parking problems they find when they go out to shop. We can do a Pampering Party around the fire place with hot chocolate and I can show you some of our newest items like Kisses by Candlelight...that will really warm you up!"

Get an objection that you don't know how to overcome and call me to brainstorm ideas that might have worked.

By overcoming holiday booking objections, you can have a full datebook and a successful holiday selling season!