

# From ZERO to HERO – Filling Your Date Books

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## Everything Starts with Booking:

Whether you're a brand new consultant or have been in Mary Kay for years... everything starts with booking. Booking is what leads to sales, recruiting, customer re-orders and every profit-making part of this business.

### Booking is a Decision:

Do a check up from the neck up. Do you love booking? If not, you better learn to because it's what we do in Mary Kay.

**Decide** to become a master booker. **Decide** to fall in love with booking. **Decide** that every woman in this world deserves this product. **Decide** that what you offer is valuable and wanted.

**Decide** to live in a world of abundance. **Decide** NOW that your books will never fall below 10 appointments each month, EVER! **Decide** you'll do whatever it takes to get your date book full and **keep** it that way.

Is it that easy?

I think it is! I think we think too much, worry too much and evaluate too much about what we have to offer. If we ask more and think less, amazing things will happen.

When we make the **decision** not to offer our product or services to someone, we strip them of the freedom of choice. If they don't want it, they'll say so and you are truly no worse for the wear. Quit prejudging and **decide** to just start asking!

### I don't have anyone to ask:

So many times I have had consultants tell me they are out of leads. I've been in Mary Kay for 12 years and I've never run out of leads or people I could ask.

Consultants don't run out of leads...

- \* They run out of *energy*!
- \* They run out of *motivation*!
- \* They run out of *focus*!
- \* They run out of *determination*!
- \* They run out of *dreams*!

But they never run out of leads. Leads are everywhere. Decide to go over, under, around or through to get on the date book and stay there.

### Where do I start?

There are three basic places I always look first:

**1<sup>st</sup> – Your head:** There are new people you are constantly in contact with and meeting every day that you have never facialed or even asked. The thought may enter your mind to book her, but when it comes time to sit down and make calls you draw a blank. That's why you must have a list of anyone who enters your mind with you in your date book at all times. These people will come to you at the strangest times, but I truly believe in inspiration and I can't tell you how many times I've been impressed to call someone and put it off and finally called and been so pleasantly surprised at how ready and receptive they are. I want you to take a minute right now and just start writing a list of people you know you have never facialed.

**2<sup>nd</sup> – Your Customers:** Never think because you've facialed someone once that it's over and they've done their class and that's it. You can develop great hostesses who will hold classes every single quarter. Every quarter we have a whole new reason to schedule an appointment with every single customer. What is new right now? To find out, log on to [www.marykayintouch.com](http://www.marykayintouch.com) and read all HOT NEWS!! So there is something for EVERYONE! Don't hound your customers to death, but always let them know your door is open and give them a reason to want to get together with you.

**3<sup>rd</sup> – Warm Chattering:** Everywhere you go there are people. Mary Kay says to use the three foot rule and ask every person that comes within three feet of you. I didn't become a master at warm chattering until I was in DIQ, but I wish I had learned sooner. I made a rule for myself when I was in DIQ that every person I spoke to under any circumstances I would ask. That meant store clerks, bank tellers, dry cleaners, waitresses, even fast food help. Not that the leads were quality, but I learned to ask, ask, ask and I learned that no's don't kill me. NSD Cindy Williams says she feels like Santa Claus every single day of the year because she always carries gifts (samples) with her to hand out wherever she goes and people love it. Don't you love a free sample? So does everyone else. Start giving, sharing, and offering. Remember it is their choice, not yours.

**Brainstorming:** You know many successful seasoned Consultants in our Unit who know how to book and have great success. Do some brainstorming together and share your favorite booking approaches. It doesn't matter how you do it, all that matter is that you DO IT!!

### Challenge: Get 10 appointments on your books for this month... this week!

Booking 10 means only six to eight will hold, so as each one HOLDS or CANCELS, you MUST replace it! Appointments can be classes or facials, but always encourage them to bring a friend or more. That is where your future bookings will come from.

Remember... you are brand new today! You can do anything you set your mind to. You can probably accomplish this in one POWER HOUR on the phone, but you have an entire week to do it. So don't put it off... don't wait until later in the week or even tomorrow. Start right now. The sooner you have your 10 booked, the sooner success begins!