



Booking a Beauty Experience

How do you get bookings?

- ASK! But who?
- Do you have a list? (create one or update yours for tracking)
- What about referrals? (back of the profile)
- What about existing customers? (Preferred Customers and previous hostesses)
- What if she says no...

The Beauty Experience is NEW! So you have current clients who'd love to be pampered while trying an entirely new skin care line (Repair) AND they have the opportunity to try a spa mask! PLUS....you're offering FREE product! Who doesn't love FREE? If she's been a hostess for you before, you know she gets excited about FREE product!

So how??

- FIRST....start with your goal? (**Put first things first**)
- "Back into it" (**Beginning with the end in mind**) Ask yourself these questions:
 - What is my **profit** goal for the month?
 - Now take that number and divide by .40 (40%....for the **40/60 split** method)
 - Now divide that answer by your average skin care class profit
 - That number tells you how many Beauty Experiences you need to hold in the month to reach that goal.

EXAMPLE: \$230.00 per month for credit card bill
 \$300.00 per month extra cash
 \$530.00 Total needed monthly profit

$\$530.00 / .40 = \$1,325.00$

$\$1,325.00 / \300.00 (your average skin care class sales) = 4.41 (The number of parties, 5)

Now that you know your profit goal...

- ASK! How do you ask ladies to hold a class for you?
 - Text, email, face-to-face, referral calls? Know your customers.

When you get a yes....ask about preferred method of contact and USE that method to stay in touch and COACH her class to success!

SCENARIO A: (She said YES!)

Step one: If you are with her, give her the hostess packet and let her choose her number of guest / free product goal. If you are not with her, tell her the spa experience free product levels and let her choose. (You can text a pic of the flyer to her)

Step two: (script)

"I am so excited for your Beauty Experience! Everyone there is going to have the opportunity to try the newest anti-aging skin care line (Repair) and as the hostess YOU get to try our Biocellulose mask, which is AMAZING! Each of your guests will be choosing from our other spa masks to try! This way everyone gets to try something that fits their individual needs! I'll need to get your guest list and phone numbers so that I can send a text to each of your guests to explain what they can expect to do at the Beauty Experience and have them choose their individual spa treatment! I'll also be giving a GIFT to EACH person in attendance just for joining us as well as a gift card to use that day if they choose to purchase anything. How's that sound?"

(The GIFT is an item(s) from the samples tab of section 2. I use the mini satin hands and the mini mascara sample. I put both in a cute bag....presentation is important! The cost is as follows: I get 2 of the 6 pack of mascara samples is \$3.00, and 12 pack of satin hands hand cream for \$8.00. So each bag ends up costing you about \$1.16, so if you have a party of 6, including the hostess, you've spent \$6.96 plus tax on the gifts)

Step 3: Get the guest list from her! (Synergize) Send the following to each guest:

"Hi (Guest name), I'm so excited that you'll be joining (Hostess Name) for her Beauty Experience on (Date and Time). I just wanted to reach out to let you know what to expect. First of all FUN! EVERYONE will receive a gift from me just for coming! There will be an opportunity to win some prizes! We will be trying the newest MK anti-aging skin care line, the Timewise Repair...AND...you will have the choice of which AMAZING spa treatment you'd like to be pampered with! I love that you get to choose so that you can try the product that best meets your needs! Can I send you the options so you can choose your spa treatment?"

(Note: ending with a question is ALWAYS a good thing. She'll feel the need to respond and a sense of importance/urgency to answer in a timely manner)

When she says sure.....send the following: (SPA TREATMENT OPTIONS)

"We have 3 complementary treatments you can choose from at your Experience:

1. Microdermabrasion treatment - this is a salon grade exfoliation treatment - Great for minimizing pores & exfoliating dry skin, and it leaves your skin beautiful & smooth!
 2. Revealing radiance facial peel- this is the ultimate anti-aging Treatment, and is a smooth formula that dissolves dead skin cells - it's like new skin after 1 use!
 3. Charcoal mask experience - this is a de-pore clogging mask that draws everything out of the pores - wipes away easily, & leaves the skin more even toned & soft!
- Which sounds most appealing to you for this Experience?

When she answers...write that down in your notebook so you can keep up with who is using which mask. (Remember EVERYONE uses the Repair)

If she's having trouble deciding (I get that a lot because they all sound amazing), help her through. Ask her what to describe her skin and her needs. (Seek first to understand, then be understood) LISTEN to her (that's the understand part) then explain each treatment. She will likely be able to decide on her own now. If not, based on her answers, you pick. (Ex: acne prone, large pores....go Charcoal mask, heavy lines and wrinkles...go facial peel, need to get rid of dry skin....go microderm) If she says sensitive skin, you might avoid microderm.

Once you know which spa treatment she wants and have written that down, send this:
"Ok great!! I'm looking forward to seeing you then! You'll want to arrive 10-15 minutes before (time of party), because we'll do a satin hand treatment before we begin & we'll start the experience right at (time of party)! See you then!"

SCENARIO B: (She says no)

"I understand, sometimes it can be hard to put a party together, especially when you're busy. Well listen, I'm holding a MYSTERY HOSTESS Beauty Experience of my own if you'd like to come! Because I'm putting the experience together, there's no hostess....so I'm going to put all the guest names in a hat and draw a name. That person will be the Mystery Hostess....she will receive all of the FREE product! Would that be a better for you? (Then let her speak..., this is a **Think Win-Win**....she may want to participate in a beauty experience, but not go through the trouble of hosting) Another thought is that sometimes she may voice not wanting to clean the house, or have people over. If you are willing...offer your home! Your product is already there! I've done this before!

If YES

"Great! Let me send you the options to choose from for your individual spa treatment!" Then send her the (SPA TREATMENT OPTIONS)

If NO

"No worries! Thank you for being an awesome customer for me! I'll check in with you to see if you have any needs in a few weeks. If you need anything before then, just give me a call! (Mark it on your calendar and check in with her)

NOTES on Mystery Hostess Party....DO NOT draw a name for free product until you've completely closed every individual guest. Sales tickets are signed and money collected! So, MUST BE PRESENT to win the FREE product! When booking a Mystery Hostess Party...have 2 dates but give her the first one. If she can't do that one....say no problem, I'm holding another one on (date/time), would that work better for you?

THE HOSTESS PACKET:

Hostess packet includes: Hostess Flyer, Guest List, MK Look Book, Life Changing Opportunity flyer, Success is in the Bag flyer. Attach your business card. (You can get these documents from: www.annarowewhite.com)

When you give her the hostess packet, read over the options with her, which are based on the number of guests present. HAVE HER CIRCLE her plan! She'll take ownership of that. She'll also see how easy it is to get more for her time!

CALENDAR ADVICE:

Know when you're open for business. (**Be proactive**) Flexibility is a benefit to owning your MK business. Have multiple days on your calendar that you'd hold experiences before you arrive at the party so that you are booking parties on days that are convenient for you.

FOLLOW UP:

The most important part of coaching is FOLLOW UP! Please make sure to contact your hostess, even if it's just to let her know what her guests have chosen and that they are excited! Or....can't wait for your beauty experience this weekend. Or....if you've not received the guest list...(sweeten the pot). Give her something small for free for getting the list to you in the next 24 hours.

Sharpen the saw

This is where we rest....but it's also where we reflect on what went well, and what we could do differently to yield better results at our next Beauty Experience. Chat with your director or another consultant to discuss your results and TRACK them! This is how we find out what works and what does not. When you brainstorm with others, you're likely to gain perspective and ideas that go beyond something you've thought of! That's one of the things that makes this business so great...we get to share ideas in the hopes that EVERYONE will be successful!

References:

Book: "The Seven Habits of Highly Effective People" - Stephen R. Covey

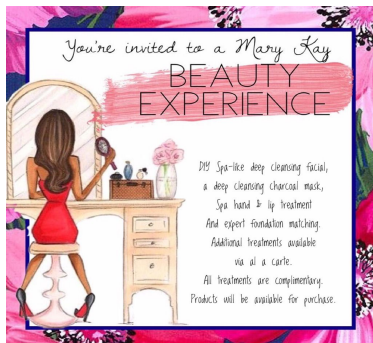
The Seven Habits are:

- Be proactive
- Begin with the end in mind
- Put first things first
- Think win-win
- Seek first to understand, then to be understood
- Synergize
- Sharpen the saw

Forms:

www.annarowewhite.com

Snapshots:



MARY KAY LIST

Start constructing your list. These are the first 100 women who will grow your network. If you know someone with skin, add her name to the list!

1	21	41	61	81
2	22	42	62	82
3	23	43	63	83
4	24	44	64	84
5	25	45	65	85
6	26	46	66	86
7	27	47	67	87
8	28	48	68	88
9	29	49	69	89
10	30	50	70	90
11	31	51	71	91
12	32	52	72	92
13	33	53	73	93
14	34	54	74	94
15	35	55	75	95
16	36	56	76	96
17	37	57	77	97
18	38	58	78	98
19	39	59	79	99
20	40	60	80	100

