

## The Only “Upgrading” (booking) Dialogue you’ll ever need...

“Hi \_\_\_\_\_. This is \_\_\_\_\_ calling! Do you have a quick Second?”

**“I’m so excited about a decision I’ve made. I’ve decided to...”**

1. Build my own business with Mary Kay Inc.
2. **Promote myself up to one of Mary Kay’s Leaders**
3. Take my Director’s challenge
4. Raise money for the Mary Kay Ash Charitable foundation which supports research into the cancers that affect women and supports programs to end violence against women

### **What I need to do is:**

1. Get opinions from 30 women of my presentation and products over the next two weeks and complete my training
2. **Share information about the Mary Kay opportunity with 12 sharp women and I know that 9 will say no but I am looking for the 3 that will say yes and this will complete my leadership training**
3. To hold 10 parties this month so I can reach my goal of \$200 or more in donations

### **Is there any reason why you would not:**

1. Let me borrow your face and get your opinion?
2. Allow me to pamper you with a hand treatment, skin care facial and a dash out the door color look that is simple, fast and easy?
3. **Get together with me for a little career talk? It may be fore you and it may not, but I get credit just for you listening, no matter what you say, yes or no?**

When they agree to help you then immediately give her two choices of appointments...I have Tuesday Night or Saturday morning available. Which works better for you?

Once you have scheduled a specific time, then add, “Janie, we have these new upgrades for the women that are willing to help us with this.” “May I share with you the first upgrade?”

1. Our first up grade is called “You +2”. When you share your makeover with 2 women, maybe your mom and sister or a friend from work and a neighbor. You can select \$75 in MK products of your choice for only \$35. Would you like to upgrade your 45 minutes with me on Saturday to take advantage of this?
2. The second upgrade is called “You +5” and you get \$100 in MK of your choice for only \$35
3. The third upgrade is the Mega-load of MK free! You get \$262 in MK products for only \$24 when you partner with me and make it a Fun Girl time Party. Either way, whatever is best for you? Pause let her answer. Whatever she says go with it. Just make sure you get the names of the women that she is inviting so you can pre-profile them and get them excited about coming. Remind her that she is helping you or the cause and you appreciate her helping you complete your\_\_\_\_\_

### **During the Party getting referrals:**

Ladies, the highest compliment you can give is your referrals. I build my business totally on referrals. So I am going to give away this nice Gift to the person who has the most referral names and phone numbers written down in the next 3 minutes. Turn your profile card over on the back and find the place for referrals. We will not be doing the other questions yet. Now I will say on your marks get set go when all of you have your phone's out and are ready. Who likes to win? **ON YOUR MARKS GET SET GO!** (Or you can offer a free eye shadow to everyone that writes down 5 names and a lip gloss if they write down 10...the one with the most over 10 will get a special treat during her individual consultation)

After you have finished the game: You **ask them to \*STAR their two favorite people they love being with.** We have some new upgrades and I would like to tell you how you could get these upgrades for your girl friends and you.

#1 up grade is "YOU + 2" (so those 2 women you love to be with) and you get \$75 in MK product for \$35. Now if you can find 3 more of those women in your list you love to be with you can get the second upgrade.

The 2<sup>nd</sup> Up grade is "YOU + 5" and you get \$100 in MK product for only 35. Is there anyone that would like to go ahead and get one of these upgrades from me right now and get your name in a drawing for this beautiful Gift? (Hand them a ticket) If they are slow in raising their hand then you remind them that their hostess also gets more free products when they schedule their up grades with you.

Now we have a 3<sup>rd</sup> up grade and it is the Mega-Load of FREE MK products and I will share this information with everyone at our individual consultations in just a few minutes. I can only offer this to 10 women a month and it means you partnering with me to make your Girl Friend Party Fun and rewarding to you. So I will just stop there and you all can decide that when I share more at your individual consultation.

Then complete the Dash Out the Door Looks and just before you show the sets you have to offer you say the following:

Now ladies I promised at the beginning of our Party tonight that if we had a few minutes after the makeovers I would share why I love what I do so much in a fun way:

So I am going to hand out \$100 bills. On the back of them is a question or an answer. If the person with Question #1 will just read the question and then the person with Answer #1 will read the answer that would be great. (Do all 6 fairly quickly)

Then simply say: The reason I shared the most common questions people ask me with \$100 bills is because I can teach anyone how to add an extra \$1200 a month to their family budget working about 4-6 hours on Saturday. (Keep talking do not pause....) I am earning my first free company car, a Chevy Malibu, and I have to complete 28 upgrades. So thank you for already scheduling your upgrades tonight and I have to do 56 career talks and I am fully expecting 42 "no's" however I want to

get thru those as quickly as I can because I am looking for the 14 "yeses" So is there anyone here today that will help me earn my Chevy Malibu and schedule 15-20 minutes of your time for me to do a career talk with you. Great! Then will you sign my sheet so I know I can call you for your 15-20 min. some time in the next couple of days? Just write your name and phone number. I appreciate your help so much. (The sheet they are signing is a sheet with 56 women on it and the car)

**New "Correct" Booking Approach after you have sold sets.** *(If they try to buy color and not skin care...move right into getting the color for free and starting on skin care today...meet her need and her budget)*

\_\_\_\_\_, I saw you raise your hand during the referral game that you would like to go ahead and upgrade your follow up facial to a girl friend Party and get a great deal on some more MK products. Great \_\_\_\_\_. Tell me what works best for you first of the week or last of the week? Friday or Sat? Morning or afternoon? 6 or 7? You know \_\_\_\_\_ at every Party I offer a couple of people whom I would really like to be my next Hostess Extravaganza winner and today I have selected you!! Tell me, when we get together on Saturday at 7 pm for the girl friend party is there any reason why you wouldn't like to max out your free products and get \$262 in color products or other MK products for only 24, instead of just the \$100 for \$35? Super. Let me show you how I will partner with you.

Then go over the Hostess Extravaganza with her. And ask her if the women she listed on the back of the profile card are the women she will invite? (Now you have the guest list.)

Have her call them tomorrow and you call them next day and pre-profile them.

**If they say let me check my datebook or can I call you about a time, use the Tentative booking approach:**

Why don't we go ahead and set up a tentative date with the understanding that if we need to change the time or date, it's okay? We won't be able to do the 3<sup>rd</sup> up grade if don't select the date tonight. So let's go ahead and pick a time you think might work and then I will call you in two days. Kathy, what would be better for you, the beginning of the week or the end of the week? Wed or thru? 7:00 or 7:30?

**Then you can incorporate your Upgrades in everything you do.**

Just replace the word "book" with "upgrade"!!

It all starts with the Faces, then the upgrades and then the career talks!

Nothing else! No other focus will take you where you want to go in a SOLID STRONG GROWTH way!

When you book out of fish bowls book the face first and then 1<sup>st</sup> or 2<sup>nd</sup> upgrade.

When you meet someone and book her for your model portfolio or model for training ...upgrade her. You will no longer be doing one face at a time. You will be doing 3 or 6 at a time and I think your business will be strong!! Watch out you may just win your car in 60 days or you may just have to "DOVETAIL" SOME girl friend parties!