

# THE PSYCHOLOGY of BOOKING By Melissa A. Mays

**Booking is an attitude.** It's all in how you APPROACH it! The way you get the booking is to assume that everybody wants to book and everyone needs what you have to offer! They just don't know it yet. Assume no one will tell you no. Your enthusiasm will inspire and encourage people to want to be in your space. *We ATTRACT as oppose to ATTACK!*



**We add VALUE to people.** People spell love...T-I-M-E! We live in a world of high-tech/low-touch. People are hungrier than ever for human connection and relationships. It's what's missing in most people's lives and they may not even realize it! That makes what we do incredibly important! **It adds meaning to our lives and theirs!** The incredible service you provide as their personal Beauty Consultant is a HUGE benefit. Where else can they get genuine love & attention, **try before they buy, 100% satisfaction guarantee, gifts** with purchase, know **what's HOT and on-trend** without having to spend hours reading magazines or surfing the internet, and **support a local business, a friend and a company who gives back.** Their purchases have POWER!



## REASONS PEOPLE WILL BOOK WITH YOU:

1. To help you because they like you!
2. For a free product! Good food doesn't hurt either! :)
3. Because it sounds like fun!
4. Want to see or learn something new!



## IMPORTANT TIPS:

- **Be confident & excited!** Before you even make the first phone call, (YES, phone call...people need to hear your voice) affirm yourself! *"I am a booking machine! Everyone wants to book with me! She's going to be SO EXCITED about this!"*
- **Have a system!** The 21 day tracking system works! You know exactly WHO you've contacted and how often instead of imagining you've called her a "hundred" times.
- **Be consistent and don't give up!** If you feel like you're 'bugging' people, just remember you're a butterfly, not a mosquito! People are "busy" and get overwhelmed sometimes. Don't take it personally if they don't answer or call you back right away. It takes 5-6 contacts to get a YES. People appreciate great follow-up!
- **Never ask a yes or a no question** like *"Will you have a party for me?"* Instead, *"I would love an opportunity to reconnect AND I really need to borrow your face for my training/goal!"* Much better approach!
- **Give 2 options** to choose from! Eg: *"During the week or weekend? Day or evening? Thursday or Friday? 2 or 4p?"* This facilitates the decision making process. Asking *"When do you want to get together"* overwhelms people!
- **Work SMARTER not HARDER!** Get in front of more people in less time...hold SHOWS! Encourage them to share their appt with friends. If they oppose, invite them to your home or to an event.
- **KNOW YOUR HOSTESS PLAN!** What's in it for them? Keep it simple. You don't need to give away the farm just to get in front of people. The pampering session + goody bag and Hostess Credit (eg. \$40 FREE- \$75 for \$35 if they share you with 2 or more) is sufficient!



## ...More Helpful Hints!!



We must have a theme, a goal, a purpose in our lives. If you don't know where you're aiming, you don't have a goal. My goal is to live my life in such a way that when I die, someone can say, she cared.  
- Mary Kay Ash



### • **WHAT IF YOU DON'T HAVE SOMEONE'S PHONE NUMBER?**

You can reach out to someone on Facebook if you don't have her phone #! Download the free **Facebook Messenger App** and privately message her **FIRST** a voice message (look for the little microphone on your app---a lot of people don't even know this is available) and then a little while later message her a written message on messenger. This can count for your 21 Day Challenge contacts!



Messenger

- **Honor the Golden Rule!** WE DON'T TAKE OTHERS CUSTOMERS! Make sure anyone you schedule doesn't already have a Mary Kay consultant. Ask enough questions to avoid any awkward situations. You'd want another Consultant to offer you the same courtesy.



- **MAKE A CONNECTION!** Take a selfie with you and your customers that you can text to referrals so they see you know their friend and aren't some random weirdo! LOL!

- **FREE GIFTS!** With all of these scripts the recipient gets a **"FREE GIFT"**. So what do you give them? **Goody Bags!** Color card with applicators are great. You could also add one of these marvelous minis: Satin Hands Hand Cream, Extra Emollient Night Cream, or Mascara. You could even add a little card telling about the product mini you've included with a coupon for 10-15% OFF a full-size version. *(available on the RESOURCE PAGE of my website melissamays.com)* Also add your business card + a Gift Certificate for **\$5 FREE or \$30 for \$20**. You can make these up yourself (tons of examples on Google), or purchase blank ones at Office Depot, or create labels and put on the back of your business card! If she wants to "upgrade" her Gift Certificate, she can share her facial package with 2 or more friends and get \$40 FREE. *(\$75 for \$35 Hostess Plan).*

