

ABC's of Conversational Booking



A.. Attitude

3 Ways to build your positive attitude: 1) Do your Daily Mental BATH, 2) Andrea Krause & 3) Live Above Reproach

1) I BATHED! Devotion, Exercise, Hotline, Training Podcast, Affirmations, & then we Book!

Read a *Devotion* each morning - reminds you who YOU are and WHOSE you are. Jesus Calling is a great place to begin if you need one. *Exercise* 30 minutes a day.. Move your body 30 min a day no matter what.. It's life changing! Call the *Hotline* - get your daily dose of dynamic training! Listen to a MK *Training* everyday or a Podcast of someone who is living the life you want.

Affirmations - write them, say them, tape them, then listen to them 6-7 times a day. Here's one I learned years ago, I changed the state when we move.. I'm a Master booker, I book sharp women everywhere I go, My hostesses LOVE working with me, Im a gift to FLORIDA, Florida LOVES me! Then get on the phone and *Book!* Make a deal with yourself to end your calls with a YES, and you'll keep it going!

2) Andrea Krause - follow someone who is leading by example..I mentioned Andrea to our directors because she is speaking, declaring and decreeing where she is headed and how she is getting there and has stepped up in every aspect of her life and business and is sharing it with all of us. We are so blessed by Andrea and other directors who share their gifting with us. As Lea said today, we are better together. Follow someone whose attitude is ABOVE REPROACH. Which leads me to..

3) Live Above Reproach - there's a lot on social media.. I hope the following you are creating is kind, compassionate and building!! Only share good news, positive meme's and catch people in your life doing something RIGHT! Let's become the person we admire most!

B.. Birthdays

Celebrate your clients via a mailed card/postcard, an email, a text on their birthday then by a phone call by mid-month if you haven't heard from them by then.

I send a Birthday Card or Postcard to my customers every month. They get mailed by the 28th of the month before, and it wishes them a Happy Birthday ALL MONTH LONG and I offer a 15% birthday discount.

My customers get an email on the first Monday of the month letting them know they get a birthday discount of 15% all month long, or they get a 25% discount if they jump on a zoom and join us for some pampering in their birthday month, or they get a 50% discount if they share their Birthday Pampering with 3-5 friends during their birthday month.

The text is scheduled ahead of time, or mark each of their birthdays as a to-do item on your calendar on the first of every month, so you always check your calendar to see who you are to reach that day! "Happy Birthday, (name)!! Hope your day is everything you hope it to be!! Let me know if you'd like to treat yourself to something today!! Pink Hugs! Diane w MK Mid-month-- whoever I haven't heard from, I call, then follow up with a text. My call: Hi, name, this is Diane w MK, Im just calling to wish you a Happy Birthday during your Birthday month! I wanted to also remind you, you are getting a Pampering Packet from me this month and I just need to know which masks you'd like to try and who you'd like to gift 3-5 packets to as well? I'll shoot you a text in case that's easier too!! Let me know! And Happy Birthday again, name!!

Birthday Text: Hi, name, I just left you a vm to celebrate you for your birthday this month. Enjoy a 15% discount all month long off any Favorite MK products or 25% off if you join me LIVE on one of my virtual zooms or 50% off when you grab 3-5 friends to join you on a one hour zoom with samples. Im booking for next week and the week after and I have two Saturdays too!

Here's the latest Look Book:_____ Let me know how you are and if this sounds like fun!! ☺Diane

Darcy Grulkowski tweaked the script and started honoring consultants in her unit, to invite them on her zooms for connection & pampering: Hey Melissa! How are you? Great to see your updates, pictures & fun things on FB all the time. Glad you had a great birthday too. Wanted to see if I could drop a fun pampering package in the mail to you for your birthday? I have been doing this for women & they have loved it and I love doing it and giving you some happy "mail". What do you think? It would include some skincare, a pampering mask, and some new color samples. Let me know either way. Would love to treat you, Darcy ☐

C.. Customers

Every other month (this is a system for follow-up and booking; this is the time to create your systems for easy follow-up) My feedback google doc asks for their birthday. I create a list of customers with even birthday months and odd birthday months. You can use 'tags' in My Customers to do this. You can create "lists" in your email or texting platforms. September is an odd month.. I will be contacting all Sept birthday customers and all the other odd month birthday customers.



My scripts for birthdays you just heard. My customer service script is the same I've used for 28 years. The feedback I get is.. "I love that you call me gorgeous" or sometimes I get "You are the only person who calls me gorgeous!" (which is so sad) My script (I call and then text): Hi, name, this is Diane Cole, your Fav MK gal, and I'm calling to check in on you, to see how you are, and to see if there is anything you are running low on or if there is anything you need 'to help-keep ya looking gorgeous!' (SMILE BIG WHEN LEAVING THIS MESSAGE) - I'll shoot you a text too, in case that is easier too!! I look forward to hearing back from you! Make it a great day! The Text I send is: Hi, name, this is Diane w MK, I just left you a vm to check in on you and see if there is anything you are needing to help keep ya looking gorgeous.. Im here for you!! Let me know how I can help! :) When I'm needing bookings, I'll offer a pampering packet and an invite to my zooms when doing customer service calls too.

D.. Decide what parties to offer and build a system for it

10 Parties held virtually = 10 hours - Decide how many parties you are willing to hold each week. If you are showered dressed and cute.. You may consider back-to-back parties to fill a 3-hour timeframe.. Which is the amount of time holding 1 face-to-face party takes with travel time.

What days can you hold MK Appts; Which days does your director hold group appts you can join? Support those first to keep booking simple. Create your calendar around the times that work CONSISTENTLY for you to hold your own Zoom/Virtual Parties, FB Parties, and/or QVC Parties. With Virtual Appts you can book back to back, or have multiple hostesses on your director's events.

Decide, then to create your system around WHEN you need to mail samples by.. For instance, I mail samples by Friday for the following Wednesday night appts. Do I have them booked? Did they fill out their profile link? Did I mail them samples? Then afterward, did I send a feedback form, did I set a time to follow up with them right after or the next day? Did I ask them to join my share group or watch my director's story? Did I give my director her name and number to follow up? Did I fill out the links by Sunday with your figures?

Systems I use: Tammy Crayk's Four Hour Plan: How many calls can you make in an hour? I make 17-22 calls in an hour. Do you know your statistics? Build your calling endurance, you can do it and I also use the 21-day Booking Revolution.

E.. Engage on email, text, & social media

My customers get an email from me monthly. I share news from my family and I act as if they care and I treat them as friends. Then they become friends. In that email I include a spot to have them join my FB Group. In my FB group, they hear from me at least 3 times a week. I do an engagement post in the morning, I do a product post or launch in the afternoon, and I go LIVE once a week in my group. I also offer them an entry in a drawing for earrings if they invite 10 friends to my group, and an entry for every 10 they invite in who join us.

Then they hear from me on text and by phone every other month. If they have a wedding in their family, take notes in My Customers or whichever database you use so when you go back you see where you left off. If they have a date that they are having a baby or a wedding or their oldest or youngest is going away to college.. Schedule it on your google calendar to touch base with her that week.. Let her know you are thinking of her. If she's on social media, message her, I saw your post, I am checking in to see how you are.. Virtual Hugs from another Mama's heart! Create how you will prime the pump, then consistently PUMP that well.. DAILY.

F.. Facebook friends

Cindy and I needed a refresh.. So a few Leaderships ago I set the challenge we'd go through our Facebook friends, one letter a day.. for 26 days.. And begin building relationships with people we friended on Facebook. For instance.. Hey Karen, oh my gosh your kids have gotten so big over the winter.. I'm so glad you share them with us on FB. Hope you are doing well!!

That's it.. Nothing Mary Kay.. build the relationship. Did you know by you messaging someone they will see your posts more often once they respond?? Yep.. they do!! Take an hour a day, to build relationships!! You'll know the time to see if they've ever tried MK, you can for sure invite them to LIKE your Business/Fan Page too. Build the relationship, show them who you are, not just what you do! I call these intentional touches and I do an hour of intentional touches a day. Who can I reach out to? Whose heart can I touch today?

Amy Hanifl took the Facebook touches and the Birthday reach out and started offering to her Facebook friends a Pampering Packet 2 days after she commented on her timeline for her birthday. Here's the birthday script that Amy Hanifl uses: Hey Nicole. How are you? Great to see your updates on FB all the time. Hope you had a great birthday too. Wanted to see if I could send you a pampering package in the mail for your birthday? I have been doing this for women since Covid came about and women have loved it and I love doing it and giving them some happy mail. What do you think? It would include some skincare, a pampering mask, and some samples of color. By now I am thinking that it is a treat for women to exfoliate and hydrate with these cooler temps. Let me know Nicole. Would love to reconnect. Amy