

Overcoming Booking Objections

You can overcome booking objections.

LISTEN to the objection - **CLARIFY** what she says - **ACKNOWLEDGE** the concern & - **OFFER** the solution

End each response with: When would work better for you, weekdays or weekends?

Let me check with my friends and I'll get back to you on a date: *You know, people are so busy, it's almost impossible to find a time that works for everyone. I find it works best if we go ahead and **book a tentative date** that works for us and then you can see who can come.*

I'm just too busy: *I understand _____, I'm a really busy person too so I can appreciate that! That's exactly why you deserve to be pampered and it will only take about an hour. I promise you will be glad you took some time out for yourself!*

I don't have any money: *I completely understand. There is NO obligation to purchase... I'd just love your opinion of our products and have some fun. We could even include some of your friends and you can get products for free or at a great discount!*

I only use _____ brand: *Great! I'd love to get your opinion of our product and how it compares to what you are currently using. Is there any reason why you couldn't just give me your honest opinion of our skin care, it would really help me out.*

I tried Mary Kay once and broke out: *I'm so sorry to hear that! How long ago? May I ask what you mean by "broke out"? Was it blemishes (wrong formula) or little red itchy bumps (allergic reaction or sensitivity to an ingredient). It sounds like it may have been the wrong formula/ingredient sensitivity (choose) and with our newly updated product line I am confident we could find the right products for you. Would you be willing to give the NEW Mary Kay a try?*

I don't know anyone who uses Mary Kay: *That's great! If they use Mary Kay they probably already have a consultant and I don't want to take a client from another Consultant so I prefer that you invite friends, family, co-workers, etc. who just want to have fun and try new products!*

I don't wear makeup: *Great because Mary Kay is primarily a skin care company and I'm sure if you don't wear much makeup then you want your skin to look it's best, right?*