

Classic Booking Script by Pamela Waldrop Shaw

This is a script that I came to 'feel confident in' and that I would 'speak' often when I got on the phone to book new classes. For me 'jolting' my date book with 5-10 classes at a time was SMART! I knew that I could work 'full circle' and keep appointments on my date book by booking from the CLASS, but the benefits of a surge of new business on my date book quickly, momentum would be my friend, and that has proven to be true over and over for so many others!! A super time to get increased bookings is with a new product launch! In this script, I've included the MDA as the perk in this script. So, give it a try!

Hi _____ this is Pam Shaw, I'm so excited, do you have a quick minute? I've taken a huge challenge from {my recruiter, my director, my National} to put the product on {50 faces, 100 faces} this month and I need your face!! Seriously _____, I'd just love to pamper you and a few of your friends and get your opinion on our products {and/or feature you in my before and after portfolio --loved working my portfolio and could always book from it! Different categories—Corporate woman, Stay at home Mom's, Pregnant, Mother-daughter}. I'm sure you can think of a few family members, neighbors or girlfriends you've been meaning to spend some time with in a fun way. Well, we're gonna have some fun AND you're all going to get pampered! [Name _____], we have a new Microdermabrasion product that I can't WAIT to show you. I'm sure you know that microdermabrasion in the spa is \$150 procedure, but ours retails at \$55 and I want to give it to you for FREE! When you share your time with 5 REALLY sharp women who don't have a MK Beauty Consultant and are over 18, hold your party on its original date before [2 week deadline], I'll give you the MDS for FREE!! I can only give this away to my first 10 hostesses, So let's match up a date. Which is better for you this week or next? Day or night? 6 or 7? [adapt for your date book]. GREAT! __[Name]____, This is my business, and you can count on me to be there, rain, snow, sleet or hail! And I know I can count on you! Is there anything you can think of that would keep you from holding this apt.?

One more quick thing, I'll need to get the name and phone #ers of your 5 guests so I can bring all the right products and samples for them. If you call to invite and confirm 5 of your girlfriends, and have that list with numbers for me by [24-48 hours, but be specific] I'll have another FREEBIE for you. You can choose from a lipstick or one of our great hand creams [or you suggest products you think will excite her], what sounds good? Ok, can't wait to give that to you too!! Will it be best for me to call you [at work or at home—confirm a specific time to get the names!!] to get that guest list? When you call your friends, and you may need to call 7 or 8 to get 5 to confirm, please let them know there's no obligation for them to purchase anything but that I'll be pampering you all, you'll be trying on products and get samples, and let them know that I'll be calling to ask a couple of quick questions to make sure I bring the best samples perfect for them! We'll have a great time. Do you have any questions for me? [____Name____], I can't wait for you to try this MDA! You are not going to believe the results on your face. OK, girl, I'll call you on _____ to get your guest list! I'm looking forward to seeing you! Have a great day!