

OVERCOMING BOOKING OBJECTIONS

I don't have time:

- ❖ I really appreciate your honesty. I stay really busy too! If you knew our makeovers only take about an hour, would that make it more convenient for you, so you could fit it in with your schedule?
- ❖ If she says yes, schedule date and time.
- ❖ If she says no, say: (voice inflection is very important, ask with spirit of curiosity, not interrogation) That's ok, Beth, if you *did* have the time, does it seem like something you'd *ever* enjoy?
- ❖ If she still says no, say:
Thank you for being so nice to me; I will honor the coupon if you ever change your mind.
- ❖ If she says yes, say:
I would be happy to get back with you at a future date when things aren't so crazy! When would be the best time to check back in with you? OK, I'll check back with you then.
- ❖ Thank you for being so nice to me, I promise I'll give you the best makeover you've ever had when we do get together!

I'd like to have a makeover, but can't schedule it right now:

- ❖ Oh, that's great! I appreciate your honesty. The makeover takes about an hour, would you like me to check back with you in 2 weeks, or would 3 weeks really be better? (Then, log them to call back on that date). Close with, I can't wait to pamper you, Erica, and I promise I'll give you an amazing makeover when we get together! I will talk to you in (the amount of time they requested). Have a great day!

I don't think I'm interested:

(voice inflection is very important, be gentle, but confident)

- ❖ I really appreciate your honesty. In case you ever change your mind, let me share what I do really quickly.
- ❖ I teach skin care and customized color and I promise I'm not pushy!
- ❖ Does it seem like something you'd *ever* enjoy?
- ❖ If she says yes, schedule date and time.
- ❖ If she says no, say: Thank you for being so nice to me, have a good day!

I don't wear makeup:

- ❖ Oh yes, I totally understand how you would feel then! Well, another option would be if we just focus on skin care customized for your needs and leave the makeup part out. Does that seem like something you would feel more comfortable with?

I already use another brand and I am happy with it:

- ❖ Oh, Kim, I really appreciate your honesty and I'm glad you are using a quality product!
- ❖ It would be fun for me to pamper you and get your opinion on how Mary Kay compares with what you are using. There is no obligation to get anything, I'd love to just teach you some new tips and I promise I'll give you an awesome makeover!
- ❖ Does that seem like something you would enjoy? Or
- ❖ Is there any reason why you wouldn't enjoy being treated to a free makeover?

I don't want to have a party:

- ❖ I understand, and I really appreciate your honesty. I feel the same way about “parties” – they can be lot of work! Would you enjoy a one on one personalized makeover? I would love to pamper you!
- ❖ I understand, and I really appreciate your honesty. With our parties, we keep it to very small groups so we can give personal attention to everyone.
- ❖ It's easy because you just invite a few of your close girlfriends and I make it worth your while because you get a 50% off discount just for sharing it with just 3 friends! How does that sound?

I'll have to check with my friends to see what would be a good date:

- ❖ Yes, you could do that or what may work out better for us is if we agree upon a tentative date that's good for you and then you can check with your friends to see if that date fits. Sometimes it is challenging to find a time that works for everybody! If you find the time doesn't work well, we can always reschedule.

I tried Mary Kay products before and my face broke out:

Note:

- 1) This is a unique objection. Voice inflection is very important. Be gentle, but confident and speak with a tone of genuine concern, seeking to understand, but not interrogate.
 - 2) Although this is a longer conversation, please study it and understand it can be a sensitive subject.
 - 3) We must focus on the solution, not the problem, and this response utilizes good communication skills.
- ❖ Oh, Carmen, I can understand how you would feel that way.
 - ❖ I would feel the same way.
 - ❖ If you don't mind me asking, tell me a little bit more about what happened with your skin?
 - (Be quiet and really listen).
 - ❖ What type of breakouts did you have?
 - ❖ Do you remember which products you used?
 - ❖ To be honest, you may have been on the wrong products for your skin type and
 - ❖ You certainly don't have to do anything you don't want to do, Carmen, but I wanted you to know that there are so many people that genuinely have sensitive skin, that our company created a product that caters to that need.
 - ❖ It's called Botanicals and I've found that many of my sensitive skin customers can use it.
 - ❖ Optional to say this line: It is hypoallergenic, antioxidant rich and free of alcohols, dyes, and fragrances.
 - ❖ I really believe I can help you find a customized formula for your sensitive skin.
 - ❖ Does that seem like something that would you would be more comfortable to try?
 - ❖ If she says no, say:
 - ❖ Thank you for taking the time to speak with me honestly, Carmen, and I apologize for the experience you had. If you ever change your mind, I would be honored to serve you.
 - Other optional questions:
 - ❖ Did you feel that the Beauty Consultant was knowledgeable about the products?
 - ❖ Did she give you your money back on the products?
 - ❖ Do you feel she let you try other products to help your sensitive skin?