

THINGS TO REMEMBER WHEN PEOPLE OFFER BOOKING CONCERNS

When you are new beauty consultant, scheduling appointments can be exciting, fearful, frustrating and rewarding all at the same time. Remember that as you practice, you will gain experience and confidence and soon, the following types of suggested dialogues will become second nature to you.

When the woman you are talking to hesitates or objects to a booking invitation, there are usually many different thoughts running through her mind at once. Consider some of these general ideas to better understand and deal with her objections.

1. **Normally a “no” response means she doesn’t have enough information to be interested.** She doesn’t understand what you are offering her or maybe she has had a bad experience in the past. More than likely, she was busy balancing a number of different tasks when you called her, and having a Mary Kay facial was the very last thing she was thinking of. She’s probably not going to jump for joy when she picks up the phone. (But then again, she might!)
2. Therefore, **don’t ever take a “no” personally.** Try to understand where she is coming from and why she is saying “no”. Listen to her. Try to establish some common ground based on her feelings and you will retain her attention. Use her special needs and interests and show her the benefits she will receive if she meets with you!
3. **Always stay positive and winsome. Don’t get defensive or argumentative. Maintain direct eye contact. Keep smiling and be confident in yourself, your products and your opportunity.** Draw her in with your enthusiasm. You must truly feel in your heart that SHE will be the one who loses if she doesn’t meet with you

C-A-R-E



Check: Make sure you understand the objection. Ask a question to clarify your understanding.

Acknowledge: Let her know you get what she is saying. Use your own words to describe what was said (empathize).

Respond: Address the objection with an honest response.

Expectantly: Wait for a response.