

The Anatomy of A Booking

By Andrea Shields 2007

1. NSD Attitude - Act like you are a confident National Sales Director on the phone before you pick it up. They don't know you are not.
2. Contact List - Have 50-70 leads at all times; whether they are referrals from classes and facials, warm chatters, or names on a guest list to invite to a skin care class. Never run out of names. Use my skin care class script to see how I get so many leads/referrals at my classes.
3. Power Hour - 1-2 hours a week on coaching/booking calls if you are part time
3 hours a week on coaching/booking calls if you want to become a Sales Director or earn a car
4. Great Booking Incentive - Giving a "gift" with the facial takes away the "guilt" of calling to "bother"...I do a drawing from each customer's referrals. One wins \$25 gift certificate with a free facial and the others win \$10 gift certificate and free facial. The PRODUCT is the magnet!!
5. Confidence on the phone - practice until you sound confident! Don't be monotone or boring! BE energetic, excited, confident, authentic, and relaxed!!
6. Phone Voice - Do you sound slow and apologetic or enthusiastic, urgent, and passionate!! Do you sound nervous? Don't be too loud or talk too fast (I'm so working on this one!)
7. Break the Ice - "Hey Susie, this is Andrea Shields. You don't know me and I kinda feel weird calling you but I'm friends with _____. Do you have a second? I have a quick question/favor to ask you?" (You should sound like a new neighbor calling to borrow an egg or milk. Don't sound scripted or nervous. You should sound as if you were calling a neighbor to borrow an egg or milk and instead you are borrowing her face for a contest to do 30 facials in 30 days.)
8. Pop The Question - don't beat around the bush. By asking her if she has a second and letting her know that you have a quick question she is expecting you to ask her something so just POP THE QUESTION! "Here's the Deal. I gave _____ a MK free facial and she loved it and I really need to do 7 free facials every week this month and if I don't, I have to buy a pedicure for my director and I really don't want to so will you let me borrow your face to help me win? Do you already have a MK consultant?"
9. Offer a Thank you gift!
"If you do not have a current MK consultant I would give you a \$10 gift certificate to have that day of your facial if you will help me and be one of my 7 faces this week or next."
10. Do you have a MK consultant? If she says she DOES have a MK consultant servicing her then encourage her to call her consultant for a free facial and let her go.
11. Reason for It - If she says yes I'll help you out. Then say, "Great. I'm wanting to win so I don't have to buy her a pedicure so thanks so much!! What is better for you daytime or evening? Great! How about ____ or _____. Which works better for you....book her, coach her, pre-profile her...."
12. Tentative Booking Time
13. Have her write it down so she does not forget.

14. Pre-Profile - find out about her skin type and what she currently wants to change about her skin so you are prepared.
15. Get her address and send her a reminder, hand-written, card THAT DAY or the next reminding her of her appointment and thanking her "in advance" for helping you out.
16. Offer incentive for having 1, 2, or 3 friends join her to help you get more faces in one time slot. I like to offer \$10 gift certificate for each friend that joins her and her friend can have \$10 free too. (I have never lost money on this. For every 10 faces I do this with I still profit \$30-50 per hour and I'm not just an "awesome" seller. So get the "penny out of the eye to see the \$1".....then when you are confident and a booking machine you can take the incentive away.
17. Call 2 days before to see if anyone is joining her and get their names and # of who is coming.
18. Call day before to confirm the appointment.
19. Do the "HAPPY DANCE" b/c you just got a coached new appointment on the books
20. END ON A YES!