

OVERCOMING BOOKING OBJECTIONS

LISTEN to the objections...

CLARIFY what you have heard...

ACKNOWLEDGE the concern...

OFFER the solution!

TOO BUSY: "I understand _____. You know, I'm super-busy myself, so I can appreciate that! I'd like to take the time to find your special needs and preferences, but after that, I can save you an enormous amount of time...you'll never have to go to the mall again for your cosmetics! I can save you money too! Which would be better for you, _____ or _____? **IF SHE STILL OBJECTS:** "Would a 30 minute or even a 15 minute option work better for you? I have _____ or _____ open, which fits better into your schedule?"

NO MONEY: "I understand _____. Did you know that Mary Kay costs less than most of the prestige brands in department stores? Plus, I offer specials to my preferred customers and ways you can get your products for free! Please keep in mind, there's no obligation to purchase. I'd just appreciate your honest opinion of our products. Which would be better for you, _____ or _____?"

USE CLINIQUE (or another brand): "Great! You obviously appreciate good cosmetics! I'd love to get your honest opinion – is there any reason why you couldn't compare your _____ products to Mary Kay? You can have a GLAMOUR item for half price just for giving me your opinion. Which would be better for you, _____ or _____?" (Offer the item FREE when she brings a friend!)

I'M ALLERGIC (IT BROKE ME OUT): "I regret that you had that experience – may I ask how long ago it happened?" (After she explains) "Perhaps it was sensitivity to one of the products or one of the ingredients. We now have SEVERAL lines of skin care – for ALL skin types – as well as new skin care supplements! Is there any reason why we couldn't work together to customize the perfect program for you? Which would be a better time for you, _____ or _____?"

SHE STILL RESISTS: "I really appreciate your time. Here's my card - if you ever change your mind, will you give me a call? I'd like to be the one to show you our NEW Mary Kay!" OR "Here's my card. If you have a friend who'd like to try our products, would you pass it on?"

THE KEY IS TO ALWAYS LEAVE WITH A 'YES'!

OVERCOMING TEAM-BUILDING OBJECTIONS

I'M TOO BUSY!

Question: If I can teach you how to weave Mary Kay into small pockets of time, would you be willing to learn? OR ask her about her current schedule for a week and suggest some times that she could plug MK into some slots.

IF you used the Dream Weaver Area Income Page from the Recruiting Notebook: (Refer back to the 'hypothetically...if you were to become a Consultant, and knowing that an appointment takes about two hours, how many appointments'...question). "You felt that you could find 2 hours a week, and you can use your Weekly Success Meeting as a selling appointment day!"

I'M JUST NOT THE SALES TYPE!

Question: Great! **Would you believe that MOST Mary Kay Consultants would not consider themselves as the sales type?** We look for women who can simply teach other women how to feel better about themselves through skin care and cosmetics...or even by sharing this incredible opportunity and impacting their lives! **Would you agree that every woman buys skin care, body care or makeup from somewhere?** Why not buy the #1 product from you?! We'll teach you how to provide great service to your customers, and they'll stay loyal and continue to buy their products from you!"

I REALLY NEED TO TALK TO MY FAMILY (or husband)!

Question: "What do you think your husband will say?" *(She will probably tell you that he'll say 'whatever you want to do is fine'). "Great! Why don't we go ahead and get your Agreement started and if for some reason he has any questions, I will be more than happy to answer them. And if he still says no, then we can delete your Agreement and you can remain a great customer!"

I DON'T KNOW THAT MANY PEOPLE!

Question: Do you know 1 person who can be a face for you? If I can teach you how to turn 1 person into all the other people you will ever need to know...would you be willing to learn?"

I DON'T HAVE THE MONEY!

Question: Are you willing to explore some financing options to help you get started?

JUST NOT NOW...NOT A GOOD TIME!

Question: If you were to start a Mary Kay business, what would you want to gain from it? (Find out her why & overcome the objection). If I promise to hold your hand and teach you how to do this, what would keep you from getting started today? *Offer a signing bonus! "Our Director is offering a _____ this month to all our new consultants."

The key thing is that once you've overcome the objection(s)...don't stop there!

Ask: Is there any reason why we can't get you started today?"

FEEL – FELT – FOUND

1. “I KNOW HOW YOU FEEL / I CAN UNDERSTAND HOW YOU FEEL”
2. “I FELT THE SAME WAY / I KNOW SOMEONE WHO FELT THE SAME WAY”
3. “WHAT I FOUND WAS... / WHAT SHE FOUND WAS...”
4. LET HER KNOW THAT YOU “GET” HER AND CAN RELATE!

Example:

“I just don’t have the time to start a Mary Kay business.”

“I can understand how you feel. I felt the same way! I was working a full time job and going to graduate school. I wondered how I could fit anything else in. But I found that I could actually weave Mary Kay into my life without having to rearrange everything - and I could make a great income working super-part time.” If I can teach you how to weave Mary Kay into small pockets of time, would you be willing to learn?

“I don’t know who I’d sell to.”

“I can certainly understand how you feel. One of my top consultants felt the same way. She moved here from Texas when her husband’s job relocated them. The only person she knew was her realtor – who introduced her to me! She found that she could start slowly with one or two people and build her business by building relationships. She started volunteering at her kids’ school and the teachers and staff became her first customers. Then she branched out to a few neighbors and to a couple of church friends. It was gradual but steady. If I can teach you how to turn 1 person into all the other people you will ever need to know...would you be willing to learn?”

“I just don’t think this is the right time for me to start Mary Kay.”

“I know how you feel and I believe almost every Mary Kay consultant will tell you she felt the same way! I work with ladies who started their business while they were pregnant or with new-born babies, with busy teenagers, while in school or working demanding jobs. Some are taking care of aging parents or kids with special needs. What we all found was **that there really is never a perfect time to start a new venture! But the support and training in Mary Kay combined with a willingness to learn can lead to amazing success!** If I promise to hold your hand and teach you how to do this, what would keep you from getting started today?”

“I don’t know anything about makeup / don’t wear much makeup”

“I certainly know how you feel! I felt the same way before I started my business. I found that I could focus on skin care and gradually learn about makeup – by applying it on myself first! Then, as I gained experience and confidence, I shared what I was learning with other women. If I can show **You** how to teach **Other** women about skin care and makeup by practicing on yourself first, would you be willing to learn?”