

How to Fill Your Datebook and Pocketbook

What 5 sources do you have for leads?

Are your scripts effective?

Not every lead will respond when contacting referrals.

The statistics vary based on the type of lead:

- About 1/10 people respond to a fabulous game script.
- Lead boxes are higher, with about 1 out of 2 responding. *If you send a message to 30 or 50 people and do not receive a response, you may want to have your director review your script. It is also crucial to send each message individually to your leads, not in group messages.*

Sending Several Messages Is Important.

My scripts consist of a series of 3 messages.

If they have not responded, or have not scheduled a date and time, I send a second message three days later, and a third message three days after that.

It often takes several messages for a person to respond, so DO NOT GIVE UP after one message!

How many messages are you sending daily?

You should be contacting leads every day. YES, every day! 😊 Goal is 2 new bookings every single day.

Make a plan! A goal without a plan is nothing more than a wish.

My action plan is:

Weekly:

_____ Bookings

_____ New Faces

_____ Sales

_____ Sharing Appts.

_____ New Team members

_____ Wholesale Order

_____ New Contacts

Monthly:

_____ Bookings

_____ New Faces

_____ Sales

_____ Sharing Appts.

_____ New Team members

_____ Wholesale Order

_____ New Contacts

Training from Senior Sales Director Jessica Magill:

If your goal is 100 faces in the month

- Need to book 200 people. On average, half of appointments hold
- 1 out of 5 people messaged will book an appointment
- 100 faces would be 1000 people contacted

How many per day? $1000/30 \text{ days} = 34 \text{ messages per day}$

TOTALLY DOABLE!!

What closing sheet do you use?

A good closing sheet can be the difference between having great sales at your appointment, and having little to no sales.

Mary Kay provides a great closing sheet in the starter kit. Several other closing sheets can also be found on Michelle's website.

What do you say in your individual close?

4 Magic Questions:

1. Did you have fun? (nod head)
2. How does your skin feel? (touch your face)
3. If you could order anything with my credit card today, what would you get? - This is their wish list
4. What would you like to take home with you?

Bonus: I like to ask them what they think of the opportunity. If they are interested I ask if they would like to join. If not, I invite them to coffee.

How do you follow up with existing customers?

You should be in contact with your customers several times throughout the year. Think of how often you get emails from Kohls or JCPenney. We are retailers too! It is beneficial to use text, email and phone calls with your customers.

Some consultants like to contact their customers with occasional sales. Black Friday is a big time to do a special with your customers. You do not necessarily have to give a discount. You could to an additional free product with a purchase of a certain size.

Once you have gained a new customer, it is important to follow up with a 2+2+2 after your first appointment.

2 days: This means you follow up with them 2 days after they have purchased their product. This is mostly to remind them to start using it! I also like to thank them again for coming in for their pampering session.

2 weeks: Two weeks later, you check in with them again. I check that the product is the right shade/formula for the customer and answer their questions of they have any.

2 months: I send a third follow up message. At this point, your customer may be starting to run out of their product so it's good to remind them that you are there to deliver/ship a new product if they need it.

Quarterly: I also contact my customers quarterly for makeovers. We usually have new products every quarter that I use and it gives you a chance to be in front of your customers again. They often bring a new friend too!

Facebook Group: I have a private Facebook Group where I post product information and announcements for my customers. We are also growing our social media presence on Facebook with several new groups.
Groups: *Your BeYOUtiful Life* and *MK: Innovative Skincare Solutions*