

WARM CHATTER IDEAS, by Julie Potts

Become "friends" with these words and watch your business grow!!!

When approaching new women...try one of these approaches....

- 1- you are so sharp, I would love to get your opinion of our new products
- 2- you work so hard or are so busy, I'd love to pamper you with a MK makeover
- 3- you are so cute, I am looking for models to do before/after pictures.

They want to know what they are going to get out of the makeover... tips, pampering, fun, be a model....

Then I like to inform them that with MK there is no obligation and the makeover is totally free. (Many think it costs money) Yet it does give me a chance to let you try our new products.

If they say yes, then I ask them to "complete the info card part of my business card so that I CAN SEND THEM ONE OF OUR CURRENT BROCHURES." This is soooo much better than "give me your name and number and I'll call you." That scares most potentials off!!

Remember that you continue to talk to those that CELEBRATE YOU and leave the ones that TOLERATE YOU. There are way too many women out there that want our service. Leave the one that doesn't go "oh Mary Kay" with a smile and "if you ever want to be pampered-give me a call" and then walk away!!!!

If she celebrated you with any sort of reply then reply with, "So you are already using Mary Kay?" If yes, then ask who her consultant is and then tell her about one new product for her to call her consultant and ask about. If no, then I usually have her fill out the card so I can send her a current brochure. While filling the card out is when I ask for the appointment.

I don't have time to collect names and then find the time to call her back so I have always tried to book her on the spot to be a model at the next meeting. If she says yes to being a model then you need to give her all the information so that you don't have to call her back. "I am a professional and you can count on me to be there and ready for you. I know that I can count on you, if for any reason you are unable to attend here is my cell phone # please call me so I won't be standing in the hall waiting for you all night."

If you don't have a regular meeting that you are attending then find one!! Just for the booking opportunity it is soo worth it. But you can book one night a week that you meet models all week and then hold the Model Night at your house. I plan to start next week doing a Wednesday model night and Friday morning models every week!! Especially during the summer this will work into my schedule well and do them here at the house.

Need to do 20/20 still...this is a great plan to have 2 classes every week if you book 8 models every Wed-Fri so that 3 will show up.

Why not go ahead and make-up a map on the computer that you can give them after saying yes with directions to the meeting or your home.