



FOUR MAJOR BOOKING OBJECTIONS

1. TOO BUSY.....

“Great, I’m too busy too...busy people know how to get things done. I have some time available next week. Which is better for you, first of the week or last?”

2. HAVE TO CHECK WITH FRIENDS FIRST.....

“I can appreciate that, however, why don’t we go ahead and schedule it on my calendar and then let your friends know...if we have to change it, we can later (*this is the tentative booking approach*). Those that can’t come can schedule at a different time. Which is better for you, the beginning of the week or end of the week?”

3. DON’T KNOW ANYBODY.....

“I can appreciate that...I didn’t know many folks before I started Mary Kay. Why not just invite a neighbor on both sides and we’ll ask them to each bring a friend...what a great way to get to know each other. Now, which is better for you, end of the week or beginning of the week?”

4. DON’T DO PARTIES.....

“That’s good because I don’t either. I hold private appointments in my home or yours. When would be a good time for you...this week or next?” Then casually invite her to share her time with a friend or two.”