

Are Cancellations making you BLUE ?

Then get REDdy for some training !

1. FIRST OF ALL YOU MUST CONSIDER YOUR ATTITUDE.

NSD Karlee Isenhardt said at Career Conference that she was frustrated with her business and had a bad attitude and had 15 interviews and not one said "yes". Then she decided to really make her business work and committed her whole heart to it then did 5 interviews and all 5 said "yes".

2. NEXT CONSIDER REALITY. EXACTLY HOW MUCH EFFORT IS YIELDING EXACTLY HOW MUCH RESULT?

How many calls did you actually make where you spoke with someone ? Of those calls how many said "no"? If you are calling people you know you should experience a 1 in 3-5 ratio of success. This may mean that out of 15 calls the last 3 say "yes"; it averages out . If you are calling people you have just met it's about 1 in 7 and if you're cold calling then 1 in 10. Emotions have little to do with actual numbers.

3. NEXT WE WILL TRAIN ON TECHNIQUE. IF THE ABOVE 2 ARE IN PLACE THEN GETTING SKILL ON YOUR SIDE IS KEY .

First a Booking Review. If you don't book correctly it will have a greater chance of canceling.

A. Have a list of 20 women w/ their #'s ready so you can move with speed.

B. Have the "List of 3" ready.

You try to first book the class or facial and then turn it into a class, then if they say "no" you have to be ready with your plan B and C. Few people will say "no" 3 times. For example if they say "no" to the facial and you couldn't overcome the objection then say "Great. I can understand; but I do need a model each week for our Monday night success meeting; I think you'd be fabulous and I'd be so flattered if you'd be a model for a spring look this week . We have such a great time - is there any reason you couldn't be my special guest?

If another "no" you can't overcome then a "That's totally okay, and I can respect that.

Would you allow me to treat you to a "Stop By" for only 10 minutes ? I'll bring a sample customized just for you, and as I drop off the sample and explain it's use - is there any reason why I couldn't come by for a few minutes this week ?

C. The choices of 2 then:

Which is better for you the first part of the week or last? Great, right after work or evening? Would Tuesday at 5:30 or 6 be better?

D. THEN THE COMMITMENT DIALOGUE:

" Okay we're set for Tuesday at 6pm. I want you to know that in Mary Kay we take our business very seriously and I will be there. If I break one leg I will hop on the other one and if for some unseen reason I can't be there I will send someone as good or better than

myself. You can count on me (lower your voice and get serious). May I ask the same of you? Great! (Lighten back up!) I love working with dependable women!

Honestly go through this checklist - you may want to print it out and examine yourself as you make your calls today - and ask yourself are you doing these basics?