

Leads Training

People and Bookings with People are the lifeline of our business. It gives us energy, excitement, enthusiasm, and cash (just keepin' it real)! There's 3 stages to a woman in your MK business and life. First you build rapport with her. Then you build a relationship with her. Then you build an "endearing" relationship with her. Tracking where you are in your "relationship" with her is key. Embracing the KISS principle of simplicity, yet "full circle" due diligence, is critical. Embrace the concept of "a place for everything and everything in it's place" when it comes to systems. The systems you have in place are designed to keep you organized for the purpose of accomplishing your goals and commitments. Your systems should support your vision for getting to where you want to go! If it's "to the bank", "to the TOP", or to somewhere else, then let your systems reflect that. This is part of a total "connect-the-dots" system of creating success with your business.

The 3 people stages are...

1. Prospective Guest and Customer (White Binder)
2. Actual Guest or Customer with Profile Card Completed (Green Binder)
3. Building A Loyal Customer and Later A Personal Team Member – By First Kicking It Up A Notch to Further Build Your Relationship through Great Customer Service Extras In Your Birthday and Anniversary Club (Black Binder)

Guidelines...

Empower Me: Whether I know a few or a lot of people...where do I get names to build my business?

A good guideline is to always have 5 sources of leads, as these are "new people" and wonderful opportunities to build relationships and grow your business. For example,

1. **Warm Chatter** – While you're out and about living your life and seeing people everyday. A great habit to form is to bless 5 women a day with a gift of your card offer for a FREE pampering event. You can also add a product sample.
2. **Referrals from Guests at Skin Care Events** – This is a great and preferred way to get new business. A guest that's just tried the product or a happy customer referral establishes credibility immediately and increases your rate of bookings.
3. **Booth Events** – This is a fabulous way to get many new referrals based on women taking the initiative to "enter to win" for a gift drawing and opportunity for their pampering session. For example, bridal fairs, annual cook-off fairs, church and women's conferences, health and wealth conferences, job fairs, etc.
4. **Fish Bowls** – Position yourself to get business where you give business (e.g. nail and hair salon, cleaners, restaurants, day care). Include other businesses in your home and work community (e.g. apartment complexes, adult care homes).
5. **Other Events, Activities, and Sources** – Position yourself to get business from various activities, events, and sources year-round (e.g. "treats" for mom in Halloween goodie bags, street fairs in your neighborhood, family reunions and holiday get togethers. Volunteer directories, neighborhood and community directories, church directories, your address book, high school year books, etc.

Leads – Warm Chatter, Referrals, Events Tracking Sheet

Empower Me: I have a name...what do I do with it and how do I keep up with it?

- **Premise:** Using MKA's 3-foot rule, we reach out to everyone and welcome all to be serviced with our #1 brand. Facials and Double Facials are good. However, Skin Care Events with 3 or more women in a group relationship-building appointment is the best goal. Each month...you are looking for just 10 to 20 EXCITED hostesses to pamper with their girlfriends. Not everyone will want to BEE a Hostess...you simply offer them the opportunity to take advantage of your Hostess Rewards Program by having 3 or more girlfriends share in their Mary Kay experience. If they choose not to, book them for a day/time where you will be the "mystery hostess" by inviting several "facials" to the same location (e.g. weekly success meeting or your home). However, you keep booking others until you get your 10 to 20 hostesses booked each month.
- **Habit** – Everyone you meet should be tracked at their stage of you building a relationship with them. White, Green, Black. Develop this tracking system to accomplish this.
- Also, to Create A LOOK for glamour...Know Her **HEELSS** – This is an "advanced" customer service step. **HairColor, EyeColor, EyeShape, LipShape, ShapeFace, SkinTone.** Imagine walking into your appointment with a look printed out for her that she can choose from (see InTouch)...and 3 different looks for a NCD - **Natural, Classic, or Dramatic Look.**

Value Added

Empower Me: What's the value-add to simplify my life and business?

- Binders are easily portable. Can take in car, on trips, to Starbucks, on your lunch hour, etc to be proactive with your "IPA" time management and skill management...which ultimately effects your money management and emotional management...the 4 key habits to form for success with your home-based business. Time Management, Skill Management, Money Management, Emotional Management.

Tools and Supplies You'll Need

- **Business cards**...with tent attached (preferred) or detached. At 3 to 5 cards a day...that's 21 to 35 cards per week and 84 to 140 cards per month. Even if we cut it in half...that's xx cards per month. Ideally that's...per month and xx boxes per quarter. You should be ordering business cards once every 2 to 3 months, or every quarter. (As an aside...your Quarter Flag is...finish your STAR...change your mascara...order your business cards...revisit your goal and commitment strategy)
- **Business Card Labels**...Service Labels and Appointment Schedule Labels
- **Binders**...5-1/2 x 8-1/2...White, Green, Black. Available at Wal-Mart or any supply store. Each binder holds a minimum of 175 leads, hard copy profile cards, or soft copy profile cards. Imagine the possibilities with just 1 filled binder of each, not to mention 2...3...or even 4++.

- **Card stock**...choose a color you like and can use for other postcards to customers for “thank you”, birthdays, anniversaries, etc
- **Tabs**...you can buy loose tabs at office supply store.
- **Hole puncher**...Franklin Covey “Classic” size hole puncher is perfect
- **Paper cutter**...or take them to Kinkos and cut a stack at once...50 sheets = 100 leads.
- **Lead Tracking Form**
- **Highlighter**...highlight your stars with “4 or 5” and “A” warm chatter ratings
- **Flags**...can be colored for an “added” step to your simple tracking.
- **Binder clips**...different sizes. e.g. clip sections called already, or special follow-up in LeadBook...clip 3 months together in Datebook once months have passed....we run our bus by the week..month...quarter. It takes 90 days to flip any and everything.
- **Pen**...always write lead info in pen...not necessarily the preprofiling section.
- **Pencil**...always write appointments in pencil...they may change
- **Datebook**...Grab your Datebook because you’re about to have MAJOR increase in your booking, coaching, and “holding” activity. Can you say...”cha-ching” is the ring that makes me sing...laughin’ and cashin’ alllllllll the way to the bank! Note: The 4 person DayMinder Datebook works exceptionally well for both consultants and directors. For Directors...the Quarterly POWERPlan slips right in there...sort of...for ease of in/out.
- **Beauty Coat** (a must)...(recommended) black skirt, black blouse...with glamour or just skin care it creates instant credibility

The System

On the Front End

- Information to get...the more “quick” info you get...the better for reconnecting later. Add to it your notes on the back (day, date, city, location, skin tone, age, hair and eye color) and you can “endear/vest” her to you when you have to instant recall later when you’re booking her. This works very well when much time has lapsed between when you first met her or got her info and when you actually book and sit down with her. (TAS: Lajuanda and Andrea)
- Transfer data from tent cards, “enter to win” slips, and referrals on back of profile card etc onto the Lead Tracking Sheet. This can be done during “non-people” time...before 9AM or after 9PM. You can also do it while sitting on the sofa and the kids or husband are watching TV. Note: you can staple the tent cards. However, this creates a bulk in your binder and minimizes the # of leads you can have in one portable binder. I recommend nixing the card.
- ALL current bookings go in the first tab of your binder. The call backs for “postponed” events go in the next tab. It gives you a quick reference for where you are and where you are vs. where you want to be (which is incentive to pick up that phone and book some more).
- Rather have lead sheets in binder than a bunch of customer profile cards that aren’t “active” because they aren’t customers yet. Color coded systems work well...and I visually know that when I see PINK, she’s actually a bonafide customer or guest that has had her positive Mary Kay experience with me.

Connect-the-Dots Vision, DREAMS, and Lifestyle Living...with Systems and Activities that Support Your Purpose, Vision, Plan, Goals, and Commitment -- Brenda Valley_BBA²

- On the back-end...form is organized so everything on left is info she provides initially if via a tent card. Everything on the right is either what you observe visually yourself, so you don't have to ask. Or, it's things that you ask for your Pre-Profiling.
- Get all her key phone numbers. Sometimes one is disconnected. By having at least one other number, or her email address you can still reach out to her. Many times people will respond to email faster than they will to a phone call.
- Highlight name of people you rated high...and you definitely want to get in the space of. E.g. these are your "A" ratings.
- As you speak to her...you are controlling your conversation and getting the pertinent pre-profiling info you need so you can be efficient with her and your time...by getting on and off...yet building your relationship and beginning to "endear" her to you.
- File all Bookings in front. After 9PM people calling time, do your paper work time. Mapquest all locations and paper clip to their Lead Sheet. Note: I personally don't put mapquest in Datebook until night before because it clouds my Datebook. Here's where the added value is with your system...if you're going to be in San Jose you can focus on booking other San Jose women for that day by flipping through your Lead Book.
- During the planning for your 6 Most Important Things to Do for your Faith and Family, and Business Priorities...flag the names that you will call the next day for your Booking calls. This works for people that said call me back on _____. If they say "call me back ____" then also put that in your Datebook.
- If you simply want to call people in the order you have them then you can flag/mark where you left off the night before and call in sequence.
- Warm Chatter Rating (Her2Me)...1,2,3,4,5...low to high
- Warm Chatter Rating (Me2Her)...ABC
 - A = As Long As It Takes.
 - B = Better Give It A Few Tries.
 - C = Can It / Cancel Cancel. Yank out...toss after repeated messages with no response.
- Tremendous value in noting her age group...serves as a guideline to how late you can call her...esp when you're doing late booking calls...you don't want to pass someone up you could have called...or damage a relationship with someone that you shouldn't have called because it's too late
- No success connecting "live" on the phone? Phone number(s) disconnected? She moved? Well...if she provided an email address...send her a "catchy" email. Many times people will respond to that first before a call. Plus...you can include a link to your PWS and get good exposure that way and even encourage her to do a virtual makeover to create excitement.
- Sections...15 total
 - Bookings on DateBook
 - Reschedule Call Backs (those that postponed)
 - Hot & NEW (met this month...my priority)...literally NEW or someone that's I think is HOT
 - Prior Month(s)

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- § Local
- § N. California
- § S. California
- § C. California
- § Out of State (OOS)...alphabetized by state...then first name
- Target Market (TM)...where I want to BEE
 - § N. California
 - § S. California
 - § C. California
 - § OOS – South
 - § OOS – East
 - § OOS – West / Midwest
- Networking – Events, Groups, Organizations
- Pre-Profiling...all key questions are on the right side of form. If you are doing a PMS (personal makeover session) the HEELSS details are at the bottom.
- Write all notes from your conversation on front, continue on back if needed. For example, I put her guest list and #s on back. Include pertinent info, including her “brainstorming” on who she might want to share her appointment with. Have her “brainstorm” first. Then circle back to see if you can get the # and email address right there. (Sample Script)
- Learn to live for and out of your white...green...black binders... your datebook...spiral notebook...focus notebook...and reference notebook

Other Mentions

- Like the profile cards, hole punch the lead sheets at the bottom so you can staple them to the hard copy profile card if they have pertinent information that you want to keep.
- Tip for your data entry system: profile card to be completely filled out by guest. You complete the back section for consultants. On bottom right...of front profile card (before you separate the copies) write IT – Blvd – PCP (or I – B – P) which stands for entry complete in InTouch, Blvd (or whatever business tracking tool you use), PCP. Circle each when the data has been entered in that particular system.
- Learn short-hand...what works for you. TAS: one profile card can last years.
- Remember...between your white binder, green and black...that’s EVERYONE. All fit into one of those categories...EVEN prospects because they need to have their facial first! Plus, there’s space on your lead sheet to track her response to opportunity, etc and if you booked her for an oppy appointment. And, this all CONNECTS to your Hostess Rewards Program and the SHOT-OF \$100++ FREE...FREE gifts and prizes.
- File blank lead forms in the back of the Hot & NEW section.
- Your Lead Binder will always give you a source from which to pull bookings.
- NEW leads are always the greatest. Historically I have LOTS of success meeting someone today, and booking them on the spot. Many people know their schedule tomorrow and the next day and next day. Yet, often, they

don't know their schedule one or two weeks out. Concept: Like bathtub water...the cool water you let out as you refill it with HOT & NEW water to keep the bath soak enjoyable, fresh.

- **CMP – Child Motivation Program** is amazing. Imagine if you had a different child you get to bless throughout the year, each month. How about at the top of the month, the 1st thru the 21st you focus on this program. That's booking 1 or 2 appointments everyday for the first 21 days of the month. That's 12 sessions per year...and 12 children YOU get to bless!!! It will keep you on the DateBook and keep your business fun and prosperous.
 - 1 Booking x 21 days x 12 months = 252 bookings. ½ generally holds...so 126 bookings held x \$200 - \$300 average per booking = \$25,200 to \$37,800. That's average \$50-\$75 profit per hour from your home-based business.
 - 2 Bookings x 21 days x 12 months = 504 bookings. ½ generally holds...so 252 bookings held x \$200 - \$300 average per booking = \$50,400 to \$75,600. That's average \$50-\$75 profit per hour from your home-based business. Imagine the possibilities!
 - CTD...Connect-the-Dots...Using your Booking and Coaching skills...our Hostess Rewards Program and Quarterly Hostess and Customer Appreciation Program...that's amazing! You'll BEE laughin' and cashin' alllllll the way to the bank and having FUN with your business!!! You'll BEE a repeat STAR...FREE car driver...you'll BEE on the National Court of Sales and working it full circle you'll BEE on the National Court of Sharing!!! PLUS...I once heard that we are just 250 full circle skin care events away from building our National Area!
- After calls...no matter what...always say THANKS, I APPRECIATE YOU and your time. I work by appointment only...so I'm excited to get together with you. Rain or shine...I will be there, can I count on you to do the same?
- Tip: If children are present...it adds 1 hour or more...so ask during pre-profiling if she/they would arrange for offsite care. If not, ask about onsite care. Goal is to have that mother enjoy her pamper time so she can indulge.
- Every recommended product in section 5 of the profile card "interested in products" should be in your demonstration beauty roll up bag. They all fit. Those that don't can go in a sheer miracle set bag that you have available or setup for display/use. Optional: have 3 to 5 of each recommended product setup in your "shopping area" for big events with more than 4 or 5 women. At the end they can do their own shopping with a MK plastic shopping bag.
- Goodie bags are prepared in a small Mary Kay plastic shopping bag...to market your business. It makes everyone feel like they "shopped" with Mary Kay even if they didn't. Everyone gets to take something Mary Kay home!!!