**3.2 BOOKING AND SETTING APPOINTMENTS**

While prospecting is the activity of finding prospective customers, booking appointments and following up is the activity of getting them to say "yes".

**Scripts for Getting Started**

In this section, you'll find various scripts that will help you convert conversations into bookings on your calendar. Consider these as "thought starters" that will put you on the right track for developing ones that fit your personality and style.

**Calling Acquaintances as You're Getting Started.** This is the best way to begin booking.

"Hi Sally, I just started by business with (Reference the brand name associated with your starter kit). We have outstanding personalized makeup and skincare. I would love to treat you and your friends to a Day of Beauty where you'll learn your perfect colors and best skincare. We'll have a lot of fun too. I also want you to treat yourself to over $100 of free product. What do you say?" Pause. "Good. Which date would you like?"

Or

"Hi Sally, I sell (Reference the brand name associated with your starter kit) skin care products. I'd appreciate you booking a Skin Care Class and I'll tell you why. I've got amazing products. You and your friends will love them as well as the personalized advice. And, you'll get free product for hosting the class."

Note: We suggest having the Host invite 20 or so guests because, generally, that means 7 will say yes and show up. As a new Consultant, you might want to start with fewer guests if that will make you more comfortable.

Don't try to make your presentation fancy. Keep it straight-forward, sharing your enthusiasm and telling prospects why you love the products and opportunity.

Keep a mirror and smile at yourself as you talk to your prospects. Be enthusiastic. it will be contagious because they'll hear your smile.

**Paying a Compliment.** A genuine compliment is a good way to start a conversation.

Consultant: That color looks great on you!

Prospect: Thanks. You look good too. What do you do?

Consultant: I'm a (Reference the brand name associated with your starter kit). Consultant. I work with clients showing them how to look their best by personalizing their skincare regime.

If she seems interested, ask her if she'd like to have a facial.

**Contacting a Referral.** Referrals give you an opportunity to meet people you would not otherwise meet. Always ask others who they know who might like the products or be interested in starting their own business.

"Good afternoon Sue, my name is Barbara. I'm calling on behalf of our mutual friend, Karen. She said you might be interested in learning which colors look best on you. I work with clients to help them find their bet makeup colors and their right skincare. Karen's one of my clients. She looks great and said you gave her a compliment the other day. She thought you might be interested in meeting me."

**Meeting Someone in Line.** Every day we have opportunities to meet new people. Think about how many times you're in line at the grocery store, bank, restaurant, etc. You have a conversation and before long you're asked "What do you do?"

Consultant: I'm in the business of helping others look and feel great. Have you heard of Color Me Beautiful and Adrien Arpel or Flori Roberts? We were sold in department stores. Now, we are available through Consultants like me. I am on my way later today to do a Beauty Class for a group of women.

Prospect: What's a Beauty Class?

Consultant: A Beauty Class is my opportunity to teach women how to care for their skin and share Adrien Arpel products with a group of women. These products are formulated especially to make women look and feel their best. I sell $300 or more a night. It's wonderful.

**Contacting an Organization.** Consultants can make new bookings by doing group demonstrations. There are many groups looking for entertaining and helpful image seminars. Here's one type of approach:

"Good afternoon Sally, I'm calling regarding Women In Management. I offer an exciting program that may be of interest to your members. Do you have a few minutes? Good."

"I represent (Reference the brand name associated with your starter kit). My program helps women look good and feel great. I'll also give tips on proper skincare. How does that sound?"