

Booking Challenge Verbiage:

Hi this is _____, with BeautiControl. I'm calling you tonight because I am participating in a booking challenge to test our new summer spa collection! Any hostess that books a SPA with me tonight will receive wonderful benefits, such as A FREE _____ That's a product worth _____! Plus as a BeautiControl Hostess you will receive a wonderful neckwrap and 40% off your skin care set! So, what do you think? Can we get your spa on my calendar tonight?

If you get an answering machine, be prepared to leave a message with the first few line and let her know when YOU will be calling back!!

Typical conversation:

Hostess: Well, I would like to talk to my friends to see when they are available.

Your reply: Why don't we just pencil a date on the calendar tonight to reserve your space, then we can touch base in a couple of days to firm everything up. Generally speaking, what day of the week is good for you?

Hostess reply: Tues. and Fridays

Your reply: OK, I have the 7th and the 17th available, which one would you like?

Hostess reply: Let's go for the 17th

Your reply: Great! I'll give you a call Friday to firm up your date and go over all the hostess information. Remember! I keep things really simple by sending out your invitations, so start your guest list. If you have that ready when we talk on Friday, I will have ANOTHER free gift for you at your spa!

SMILE AND LOOK IN A MIRROR WHILE YOU TALK

Overcoming Other Booking Objections

- 1. I don't have enough time.** I know how you feel. But, my spas usually last no more than two hours from the time I arrive to the time I leave. Your preparation is minimal and I'll take care of everything. I know you and your friends will enjoy this time of pampering. Can you think of two hours you might have available to treat yourself?
- 2. I don't have the money.** You know what? You don't have to worry about that. You can earn items for free and at a discount when you host a spa with me. I'll work with you to insure you get everything on your wish list. Does that sound like something you could get excited about?
- 3. My home is not large enough.** That's okay. It doesn't take a lot of space to have a spa. All you need is a kitchen sink! Or That's okay. I'm happy to host your spa at my home if you'd like. Or, if you prefer, we could have the spa at your office during the lunch hour or after work. It's a great way to pamper your co-workers. Which do you think will work best for you?
- 4. I don't wear makeup.** Many of my clients don't wear makeup. However, our incredible skin care products are what attract people to us. I know you will enjoy having your skin pampered with these items. And, you can earn products for free and at a discount for being one of my hostesses.
- 5. I don't know anyone in this area.** You might be surprised. When we make your FRANK list, you'll find that you actually know more people than you think. Let me give you the list and we'll work together to fill it out. Or That's okay. I'd love to pamper you one-on-one. This will give us time to get to know each other better. How does that sound?
- 6. I have children and can't juggle one more thing.** I know how you feel. Most of my clients are on the same page. That's all the more reason to take time out for you. I'll handle everything including sending out invitations! Perhaps your husband can take the kids to the playground for a couple of hours and all you have to do is relax and enjoy.

Remember Log on to beautinet and register the spas on the booking calendar!