

Fall Facial Frenzy – Focused on 50 Faces!

Turn a white out on your date book into an avalanche of bookings

In May I noticed I have zero appts on my datebook for June, so took action!

- ★ I did 100 faces in 90 days for my “100 Faces of Summer Portfolio” and carrying it on into fall with a new name to keep it exciting
- ★ Took before and after pictures to show at private parties and events (with permission)
- ★ Recorded everything each clients used to post under there pic in the portfolio (boosting sales and future orders)
- ★ Asked for referrals to grow my portfolio and closed appointments as usual

Communication can be text-FB inbox-phone-in person

- ★ Keep in mind less than 10% is the words used, 50% is the way you say them with tone and diction & 40% is body language.
- ★ Work smarter vs harder and ask people face to face or on the phone and save messaging as a last resort

Scripts

- ★ What’s your schedule like the next two weeks? (wait for reply) Wow! Sounds like you would enjoy some girl time.
- ★ I love your honesty, (style, great taste, personality, look, etc), so wanted to ask you to be part of my Fall Facial Frenzy. Would you be one of my 50 fall facials? (wait for reply and overcome objections)
- ★ What’s better for you-weekdays or weekend? (wait for reply)
- ★ What about __ @ __ or __ @ __...would one of those work for you? (Next 2 open spots on datebook)
- ★ Awesome, I can’t wait! If you want to have anyone join us -just let me know, so I can bring enough supplies for them too. If you have 3 to 6 women join us it would qualify as a MK party & get you hostess credit. No one is obligated to buy a thing, but if they do you would get \$75 of products for \$35 or 10-20% of orders that your guests make. Is there anyone you would like to invite? (Help them think of guests & mail/give a hostess packet)

Appointments

- ★ Display the remover, all the skin care sets(Repair Set, Miracle Set, Clearproof Set & Botanicals Set #2), CC cream (or foundations you have), new seasonal colors, mascara, bronzer & glosses
- ★ Focused on skin care benefits (selling sets) and booked follow up facials for supplements like microdermabrasion and color items
- ★ Use one color on the lid, liner, mascara, bronzer and gloss (mascara last as they won’t stop looking in the mirror after using it)
- ★ Use a closing set sheet featuring the items used and offer a starter kit as another option during the table close

Summer results: Over \$13k in sales, 30 appts (about 10/month), 181 orders, 49 new clients and 8 personals

Current quarter's results: \$4K in sales, 9 appts, 64 orders, 20 new clients and 3 personals

What I've found/learned

- ★ Everything fits in one bag, so light and easy
- ★ Booked lots of microdermabrasion parties and color appts (1on1 and meeting guests)
- ★ Lots of referrals and prospects when offering a prize for the referrals
- ★ Lots of women around me that I haven't facialed
- ★ Reminded me about the importance of A, B, C leads & that they are always changing as relationships are built

A, B & C leads

A = Already know and have relationship with (in your cell phone, see daily, known by name and face)

- ★ Bookings hold 75-100%

B = Building a relationship with (met 1-2 times before or an acquaintance)

- ★ Bookings hold 50-75%

C = Cold Leads (never met, met briefly, referrals)

- ★ Bookings hold 25-50%

Regardless of what's on your datebook today you can create an avalanche of bookings! Focus on having your own Fall Facial Frenzy by working in the target market, turning your B & C leads into A's.