

Overcoming December Booking Objections

Due to additional activities during the holidays, especially during December, you may encounter more booking objections than usual. Your prospective hostesses and guests may not be able to see how easily a Mary Kay skin care or glamour class, holiday gift show or open house can fit into their hectic holiday schedules. But you can turn any objection into a great reason to book an appointment. Here are common objections along with suggested dialogues you can use to overcome them.

I don't have any money to spend. "Susan, in addition to buying gifts for others, don't you think you deserve to pamper yourself a little? Our hostess gift program allows you to earn products by holding a class or presentation to which you can invite several friends. You also can earn your favorite products by doing something we call 'outside sales'. Would you like to know more?"

I've already finished my holiday shopping. "How wonderful that you're so organized, Cathy! but perhaps you still have some stocking stuffers or a gift or two you still need to pick up. It's always nice to be prepared with extra little gifts for those unexpected situations. Plus, if you have a few friends who may not be as organized as you, I bet they'd appreciate an opportunity to avoid crowded stores and do their holiday shopping in your home. Remember, you can earn credit toward products by being a hostess."

I have too many things going on right now! "This definitely is a busy time for everyone, Lisa. And while you're attending to all the times on your schedule, don't you want to look and feel your very best? A skin care class or a glamour class are great ways to pamper yourself, and they only take a short time. Let's look at my datebook and find a convenient time for you. Also, you may want to invite a few friends or neighbors over to join us."

My relatives are coming to visit from out of town. "Great! Everyone can enjoy being together while learning skin care. Why not schedule a complimentary facial before your planned shopping excursion? What a great way to begin a fun day of shopping!"

It's so cold out—no one wants to go anywhere. "You'll be surprised, Nancy, at how many people are willing to get out of their homes if they know there will be something fun at their destination. You can remind your guests that the atmosphere will be much more cozy and less crowded than shopping centers. and, in addition to learning about skin care or glamour, they can do their holiday shopping because we'll have holiday displays set up and gift ideas for everyone on their list."

