

# Back to Basics Training

## Day 7

Day Seven: Knowing what to say....

Okay, did you all make up your list of 30 people to get in contact with about Mary Kay? Was it full of names of people you already know that you haven't talked to yet? Or did you make a list of 30 different women that you want to find? Either way, you have to know what to say to these ladies when you talk to them. On LearnMK and in your conversations books you will find many sample scripts to use when talking to women about MK (or men!) However, if you are like me, a lot of the time you just don't feel right saying the words in the books or on the internet. So, I came up with a process for making up your own scripts.

That is what we are going to learn today.

1. Know what you are going to say before hand. That's right...the best way to make a script work and to create the preferred outcome is to write down what you want to say and then practice it. I know that you all have read this in your career essentials and heard it from your directors.....but this is sooo unbelievable true.
2. Decide what you want from your contact. Do you want her to enjoy a complimentary facial? Hold a skin care class for herself and a couple of her friends? Are you wanting to invite her to one of your success meetings? You decide the plan of action. You decide how you want to approach her. Then you find the words that YOU feel comfortable saying. One thing I always try to do is plan for objections. Have three options for her to choose from...then if she objects to all three ask if it would be alright to send her some samples of our best products. They almost always say yes! Women love to receive free things in the mail!
3. Have only 2 times available for scheduling...then if those don't work....work around her schedule. Don't leave too many of the decisions up to her....or she won't book.
4. Be sure to coach her! And confirm the date.
5. Don't forget to work full circle with EVERY phone call you make.

Assignment 7:

I want you to sit down today and decide on a script to use to make your phone calls. Remember to work full circle in your script. Then commit to practicing your script for 20 minutes a day. Don't forget...this is all part of the bigger

picture! I hope that you are all still working on your weekly plans...and planning your work!

Love and Beelief,

Tracy

Tomorrow we will talk about overcoming objections. If you all have ANY suggestions of things that you would like me to include in the trainings....please let me know. We can make this training last as long as you all would like it to last, but I do need your help on what you would like to work on.