

21 Day Plan: Establish this habit and then consistently do this.

Rachel Kellogg and Mary Lyons

1. **Proven sales facts – when a sale, booking or magic happens:**
 - a. 2% of sales and bookings occur on first call
 - b. 3% of sales occur on the second call
 - c. 4% of sales occur on the third call
 - d. 10% of sales occur on the fourth call
 - e. **81% of sales or bookings occur on the fifth contact or after**
2. **Give up rate: Persistence Pays!!**
 - a. 48% of people give up on their first call
 - b. 24% give up on their second call
 - c. 12% give up on their third call
 - d. 6% give up on their fourth call
 - e. **10% on fifth contact**
3. To start a NEW DAY, A NEW YEAR, with this 21 day habit forming system you will need:
 - a. **MK datebook** – day at a glance
 - b. **30 leads or profile cards:** New consultants can go to friends, family, FB friends, etc.; customers, profile cards, warm chatters, leads, facial boxes, referrals for seasoned consultants. **FRESH LEADS ARE BEST for seasoned consultants.**
 - c. **5 highlighters:**
 - i. **Yellow** – follow up text has been sent after the first call
 - ii. **Blue** – heard back from them – it will always be by text
 - iii. **Pink** – got a booking
 - iv. **Green** – interested in business
 - v. **Orange** – got them in a live conversation and they say not right now so you say *is it okay if I follow-up in two months*
 - d. **File system covering days of week and months.** Get a crate or box to store files in. Customer profiles will go in the files.
 - i. **7 files** – one for each day of week (Sunday to Saturday)
 - ii. **12 files** – one for each month (January to December)
 - e. **A notebook to enter 30 names; 10 names for 3 consecutive days.** You will add names over time. Put the day of the week at the top of the page and hand write each name and phone number in it. You can put them in your datebook if you want but a separate notebook might be best. Take the notebook with you wherever you go to grab and use it even when you have only a few minutes.
4. Remember this is a new system so it doesn't matter if you called these people before. You can simply tell them you are "working to support business in a new way so thank you for letting me call and ask you for your help". If they don't book, they might offer a referral.
5. **Process/Steps/Strategy:**
 - a. List 30 names on page one of your notebook to kick off this system.
 - b. Divide 10 names over 3 days so you call 10/day, e.g. Monday, Tuesday and Wednesday.

- c. Day one: Whether Monday or Thursday – mark through until you reach day 21 in your datebook and in your notebook. Visually that helps you like a countdown.
 - d. Over the course of several days you will complete 3 sets of phone calls followed by an immediate text message –subsequent contacts increase likelihood of connecting with her.
 - e. Enter in Notebook Name, Phone #, and Contact #. Enter contact #1 as you complete the first contact pair of call and text. So on for contact #2 and #3.
 - f. If it helps you can also add an abbreviation like:
 - i. LM – means left voice message.
 - ii. LC – live conversation.
 - g. Scripts ready – START!!
 - i. Use the scripts – *if I don't hear back from you, I will call you back in 2 days* so then you put her name on 2 days forward. If you start Monday, put her name on Thursday.
 - ii. After 3 sets of calls and texts: *"Sally I assume you are super busy just like I am so if I don't hear from you today, I am going to simply call you back in a couple months."* You have 6 contacts – 3 sets of calls plus 3 texts for 6 contacts.
 - h. After 6th contact, drop into folder two months down the road. Rolling forward:
 - i. Carry names forward so you need fewer than 10 new names on subsequent days 4, 5, 6 and so on after completing the first 30 names in day 1, 2 and 3.
 - ii. At the beginning of this new strategy you may book 15 of 30 names. As you progress you will find you book 28 of 30.
 - i. Time of day for calls – avoid calling after 8pm at night. You pick the time and okay to divide.
 - j. In most cases you will be leaving a voice message.
6. Have two set appointments you can use to plug people in if they have trouble committing to an appointment in their home or are not willing to be a hostess. [In Spokane, the first is a Sunday Power Day. The second is an in-home party date you have set.]
- a. Book 2-3 in home parties in your home per month.
 - b. Loretta for example might say "I hold parties Monday and Thursday night and Saturday morning in my Studio. I can also hold Tuesday morning and Friday afternoon appointments in your home or mine.
7. **System Benefits:**
- a. Leads increase and customer connections increase. You begin to see yourself as a professional and you are now treating your business like a serious business.
 - b. Allows you to see that you are working strategically. You can track your progress in your datebook because the highlighters for 21 days show the work you are completing.
 - c. Customers expect your call and appreciate your persistence b/c they too are busy. A doctor's office or a hair dresser expects you to show up for appointments and we want to give the same expectation to our services as we care for the skin care, glamour, body care, gift shopping and fragrance selections of our clients.
 - d. Facilitates your image as a business woman who is doing her job of following up with customers. You will see that the fifth contact is where exciting things happen. By day 10 you'll see crazy things happening. Bookings and recruiting conversations will be coming in.
 - e. You are constantly rolling names forward which means you need fewer new leads.
8. Other notes: Okay to have more than 30 names.