

You've Booked Them....Now What?
How to follow up every few days to prevent cancellations...

Confirm the Guest List with Hostess & Pre-Profile her at that time

The Secret is Pre-Profiling

Coach ALL of your Bookings and Pre-Profile ALL Your Guests to build a relationship with your guests before they come to their appointment. Appointments will cancel if you skip this step, so it's the MOST IMPORTANT step.

Send this text to your guest to Pre-Profile 3 days before the event:

Hi Amy! This is Stephanie, the Mary Kay consultant who will be at Kelly's party on Saturday :) Just a few quick questions to help me prepare for you:

1) Have you tried MK before? 2) What's your skin type (normal, dry, oily or combo)? 3) Do you have any skin care concerns? 4) What makeup tip/trick have you always wanted to learn? We'll start at 7pm on Saturday & if you can be there about 10 minutes early, that'd be great! Looking forward to meeting you!

If they have NEVER tried MK:

Awesome thanks so much! I always love to pamper a Mary Kay first timer! You will be blown away with the instant results! Can't wait to pamper you. It will be so much fun!

If they HAVE tried MK:

Awesome thanks so much! I always love to pamper someone who knows Mary Kay. Do you have a consultant? I can't wait to pamper you and you'll see amazing, instant results. It will be so much fun.

Confirm the address and let her know you will arrive 30 minutes early to set up.

Day Before Confirmation Text to Hostess:

Hi Kelly! I've reserved your spot for tomorrow, so looking forward to seeing you at 7:00. Will it be you plus Amy and Sam? See you tomorrow. We will be done by 8:30pm and we always start and end on time. Your Name

Day of Confirmation Text

Good Morning, I'm super excited for the awesome pampering session today at 7:00. Can u come 5 minutes early to match your foundation???

Once they say Yes, say this:

Fabulous! I'll see you at 6:55(ish) and we will get started right at 7:00. Looking forward to it! We will be done by 8:30pm. Appointments take 1.5 hours. Thanks again!

If she is ignoring you, say this:

Hi Sarah! I haven't heard back from you and my phone's a little wacky sometimes with texting, so just wanted to check in again. I have your appointment reserved for you tomorrow at 7:00. Can you let me know by tonight at 5pm if you can make it? If I don't hear from you by 5pm tonight, I will have to open the time up to someone else, so totally let me know either way. Thanks so much!