

Leads and LeadBook Training (best done in workshop format...this is a recap/backup)

People and Bookings with People are the lifeline of our business. It gives us energy, excitement, enthusiasm, and cash (just keepin' it real)! There's 3 stages to a woman's relationship with you in your MK business and life. First, you build rapport with her. Second, you build a relationship with her. Third, you build an "endearing" relationship with her. Tracking where you are in your "relationship" with her is key. Embracing the KISS principle of simplicity, yet "full circle" due diligence, is critical. Embrace the concept of "a place for everything and everything in its place" when it comes to systems. The systems you have in place are designed to keep you organized for the purpose of accomplishing your goals and commitments. Your systems should support your vision for getting to where you want to go! They help take you to your destination. If it's "to the bank", "to the TOP", or somewhere else, then let your systems reflect that. This is part of a total "connect-the-dots" system of creating success with your business.

The 3 people stages are...

1. Prospective Guest, Test Marketer, and Customer (White Binder)
2. Actual Guest, Test Marketer, or Customer with Profile Card (Green Binder)
3. Building A Loyal Customer and/or Prospective Personal Team Member – By First Kicking It Up A Notch to Further Build Your Relationship through Great Customer Service Extras In Your Birthday and Anniversary Club (Black Binder) (and later on to adding them to your Team Building Binder tracking system with Interviews & PINKS)

Guidelines...

Empower Me: Whether I know a few or a lot of people...where do I get names to build my business?

A good guideline is to always have 5 sources of leads, as these are "new people" and wonderful opportunities to build relationships and grow your business. For example,

1. **Warm Chatter** – While you're out and about living your life and seeing people everyday. A great habit to form is to bless 5 women a day with a gift of your card and offer for a FREE pampering event. You can also add a product sample. Think and know this thought: EVERY warm chatter "tent" card is worth \$1000 to you! So...how many cards will you get each day, each week, each month? To build your business.
2. **Referrals from Guests at Skin Care Events** – This is a great and preferred way to get new business. A guest that's just tried the product or a happy customer referral establishes credibility immediately and increases your rate of bookings.
3. **Booth Events** – This is a fabulous way to get many new referrals based on women taking the initiative to "enter to win" for a gift drawing and opportunity for their pampering session. For example, bridal fairs, annual cook-off fairs, church and women's conferences, health and wealth conferences, job fairs, etc.
4. **Fish Bowls** – Position yourself to get business where you give business (e.g. nail and hair salon, cleaners, restaurants, day care). Include other businesses in your home and work community (e.g. apartment complexes, adult care homes).
5. **Other Events, Activities, and Sources** – Position yourself to get business from various activities, events, and sources year-round (e.g. "treats" for mom in Halloween goodie bags, street fairs in your neighborhood, family reunions and holiday get

together. Volunteer directories, neighborhood and community directories, church directories, your address book, high school year books, etc.

Leads – Warm Chatter, Referrals, Events Tracking Sheet

Empower Me: I have a name...what do I do with it and how do I keep up with it?

- **Premise:** Using MKA's 3-foot rule, we reach out to everyone and welcome all to be serviced with our #1 brand. Facials and Double Facials are good. However, Skin Care Events/Classes with a Hostess and 2 or more guests in a group relationship-building appointment is the best approach to building your business. Each month...you are looking for 10 to 20 EXCITED Hostesses to pamper with their girlfriends. Not everyone will want to BEE a Hostess...you simply offer them the opportunity to take advantage of your Hostess Rewards Program by having 2 or more girlfriends share in their Mary Kay experience. If they choose not to, book them for a time where you will be the "hostess" by inviting several "facials" to the same location (e.g. weekly success meeting or your home). Keep booking others until you get 10 to 20 Hostesses booked each month.
- **Habit** – Everyone you meet should be tracked at their stage of you building a relationship with them. White, Green, Black Binder...& later on to your Team Building Binder with interviews and PINKS. Develop this tracking system to accomplish this.
- Also, to **Create A LOOK for glamour**...Know Her **HEELSS** – This is an "advanced" customer service step. **HairColor, EyeColor, EyeShape, LipShape, ShapeFace, SkinTone.** Imagine walking into your appointment with a look printed out for her that she can choose from (see InTouch)...and 3 different looks for a NCD - **Natural, Classic, or Dramatic Look.** See Lead Tracking Sheet. (Remember: call all new leads the same day or the following day after you meet them to BOOK them while they're "Hot & NEW")

Value Added

Empower Me: Binders? What's the value-add in simplifying my life & business?

- Binders are easily portable. Colors are easily identified. Can take in car, on trips, to Starbucks, on your lunch hour, etc to be proactive with your "IPA" time and skill management...which ultimately affects your money and emotional management. Time Management, Skill Management, Money Management, and Emotional Management are the 4 key habits to form for success with your home-based business. If not mastered, these are also the 4 main reasons for business failure.

Tools and Supplies You'll Need

- **Business cards**...with tent attached (preferred) or detached. At 3 or 5 cards a day...that's 21 or 35 cards per week and 84 or 140 cards per month. Even if we cut it in half...that's lots of cards per month. Ideally, you should be ordering a box of cards at least each quarter...about once every 2 to 3 months. (As an aside...your Quarter Flags are...finish your STAR...change your mascara...order your business cards...and evaluate your business status and skills by revisiting your goals, your commitment, and your strategy plan to achieve your goals.)
- **Business Card Labels**...Service Labels and Appointment Schedule Labels
- **Binders**...5-1/2 x 8-1/2...White, Green, Black. Available at Wal-Mart or any office supply store. Each binder holds 175 leads, hard copy profile cards, or lots more

soft copy profile cards. Imagine the Possibilities...with just 1 filled binder of each, not to mention 2...3...or even 4++!!! That's hundreds of customers and leads.

- **Card stock**...for dividers. Choose a color you like and can use for other postcards to customers for "thank you", birthdays, anniversaries, etc (e.g. yellow)
- **Tabs**...you can buy loose tabs at any office supply store.
- **Hole puncher**...Franklin Covey "Classic" size hole puncher is perfect
- **Paper cutter**...or take them to Kinkos to cut a stack...50 sheets = 100 leads.
- **Lead Tracking Form**...available on www.unitnet.com/brendavalley, Training Center
- **Highlighter**...highlight your stars with "4 or 5" and "A" warm chatter ratings
- **Colored Flags**...for a simple way to track the status of leads, who to call, etc.
- **Binder clips**...different sizes. e.g. clip sections called already, or special follow-up in LeadBook...clip 3 months together in DateBook once months have passed. We run our business by the week, month, quarter. Anything can happen in 90 days!!!
- **Pen**...write lead and pre-profiling info in pen
- **Pencil**...write appointments and appointment details in pencil...they may change.
- **DateBook**...Grab your DateBook because you're about to have MAJOR increase in your booking, coaching, and "holding" activity. Can you say..."cha-ching" is the ring that makes me sing...laughin' and cashin' alllllllll the way to the bank! Note: The 4 person DayMinder DateBook works well for consultants and directors. For Directors...the Quarterly POWERPlan slips right in there...sort of good...for ease of in/out.
- **Beauty Coat** (a must and highly recommended) black skirt, black blouse...with skin care and glamour it creates instant credibility at events. **ADD:** Roller Tote!

The System

On the Front End

- Information to get...the more "quick" info you get when you warm chatter...the better for reconnecting later. Add your notes on the back of the tent card (day, date, city, place, skin tone, age group, hair and eye color) so you can "endear/vest" her to you for when you call her later to book her. This works very well when much time has lapsed between when you first met her or got her info and when you actually book and sit down with her. (TAS: LaJuanda and Andrea)
- Transfer data from tent cards, "enter to win" slips, and referrals on back of profile card etc onto the Lead Tracking Sheet. This can be done during "non-people" time...before 9AM or after 9PM. Doing this daily is best. You can also do it while sitting on the sofa and the kids or husband are watching TV. Note: you can staple tent cards to sheet. However, it creates bulk in your binder and minimizes the # of leads you can have in one portable binder. I recommend nixing the card.
- ALL current bookings go in the first tab of your binder. It gives you a quick reference for where you are vs. where you want to be (which is incentive to pick up that phone and book some more...until you have 10-20 bookings at ALL times). Bookings to Reschedule & Call Back for "postponed" events go in the next tab, and so on for the other tabs (see separate sheet with details).
- I prefer lead sheets in a binder vs. a bunch of customer profile cards that aren't "active" because they aren't guests/customers yet. Color coded systems work well...I visually know when I see PINK, she's a bonafide customer or guest that has had her positive Mary Kay experience with me.

Connect-the-Dots Vision, DREAMS, and Lifestyle Living...with Systems and Activities that Support Your Purpose, Vision, Plan, Goals, and Commitment -- Brenda Valley_BBA²

- On the back-end...the Lead Tracking form is organized so everything on the left is info she provides initially if via a tent card. Everything on the right is either what you observe visually yourself, so you don't have to ask. Or, it's things that you ask for during your Pre-Profiling. Booking gets it...Coaching/Pre-Profiling keeps it!
- Get all her key phone numbers. You can rarely reach a woman at one number. Sometimes one is disconnected. By having at least one other number and email you can still reach out to her. People often respond to email faster than the phone.
- Highlight the name of people you rated high...and you definitely want to get in the space of. e.g. these are your "A" ratings (**As** long as it takes to get her).
- As you speak to her...you are controlling your conversation and getting the pertinent pre-profiling info you need so you can be efficient with her and your time...by getting on and off...yet building your relationship and beginning to "endear" her to you. Pre-profiling info helps you put together her goodie bag, too.
- Again, file all bookings in front. After 9PM people calling time, do your paper work time. Mapquest all locations and paper clip to her Lead Sheet. Note: I personally don't put mapquest in DateBook until night before because it clouds my DateBook. Here's where the added value is with your system...if you're going to be in San Jose you can focus on booking other San Jose women for that day by flipping through your Lead Book to find other leads that live in that city.
- During the planning for your 6 Most Important Things to Do for your God/Faith, Family, and Business Priorities...flag the names that you will call the next day for your Booking calls. This works for people that said call me back on _____. If they say "call me back _____" then also put it in your DateBook so you are "flagged".
- If you simply want to call people in the order you file them then you can flag/mark where you left off the night before and continue calling in sequence.
- Warm Chatter Rating (Her2Me)...1,2,3,4,5...low to high
- Warm Chatter Rating (Me2Her)...ABC
 1. A = As Long As It Takes....I will keep her in my LeadBook...until she's booked.
 2. B = Better Give It A Few Tries...make a sincere effort to book her.
 3. C = Cancel Cancel / Can It. Yank out...toss if you've left three or more follow-up messages with no response from her. Move on to Hot & NEW leads.
- There's tremendous value in noting her age group...serves as a guideline on product interest and how late you can call her...especially when you're doing late booking calls. You don't want to pass someone up you could have called late...or damage a relationship with someone that you shouldn't have called too late.
- No success connecting "live" on the phone? Phone number(s) disconnected? She moved? If she provided an email address...send her a "catchy" email. Many times people will respond to email before a call. Plus...you can include a link to your PWS (personal web site) to get good exposure that way and even encourage her to do a virtual makeover and select FREE product to create excitement.
- Tab Sections/Dividers...14 total (not all may apply in your particular situation)
 1. Bookings on DateBook
 2. Bookings Online for E-Parties
 3. Bookings to Reschedule & Call Back (postponements)
 4. Hot & NEW (met this month...my priority)...NEW or someone I think is HOT
 5. Profile Card Leads (from back of profile card or tic tac toe game)

6. Prior Months – Local
 7. Prior Months - No. California
 8. Prior Months - So. California
 9. Prior Months - Central California
 10. Prior Months - Out of State (OOS)...alphabetized by state...then first name
 11. Networking – Events, Groups, Organizations
 12. Target Market (TM) – California
 13. Target Market (TM) - Out of State
 14. Target Market (TM) - Out of Country (Directors Only)
- Pre-Profiling...all key questions are on the right side and bottom of form. If you are doing a PMS (personal makeover session) the HEELSS details are at the bottom. On the bottom, far-left side under “notes” just write the dates you called and left messages. In the other space on front, write notes from your conversations, etc. Continue on back if needed. e.g. I put her guest list and their #s on the back if she gives them to me right then. Include other info, e.g. her “brainstorming” on who else she may share her appointment with. Have her “brainstorm” first. Then circle back to see if you can get the # and email address right then. (See Sample Script)
 - Learn to live for and out of your LeadBook...green and black binders... your DateBook...spiral notebook...FOCUS notebook...and reference notebook.

Other Mentions

- Like the profile cards, hole punch the lead sheets at the bottom so you can staple them and match them up to the hard copy profile card if they have pertinent information and notes that you want to keep (e.g. initial guest list on back, etc).
- Tip for your data entry system: the profile card should be completely filled out by guest...including her portion on the back. Possession is 9/10ths of the law and she “owns” it (and the product recommendations) when she fills it out. You (or assistant) complete the back section for consultants. On bottom right of front profile card (before you separate the copies) write IT – Blvd – PCP-Referrals (or I – B – P - R) which stands for entry complete in InTouch, Blvd (or whatever business tracking tool you use), PCP, and Referrals in the LeadBook. Circle each when the data has been entered in that system.
- Learn short-hand...whatever works for you. One profile card can last years.
- Remember...between your white, green and black binders...that’s EVERYONE. All fit into one of those categories...EVEN prospects because they need to have their facial first! Plus, there’s space on your lead sheet to track her response to opportunity (oppy), etc and if you booked her for an oppy appointment. And, this all CONNECTS to your Hostess Rewards Program and the SHOT-OF \$100 FREE...FREE gifts and prizes. That’s Full Circle!
- File blank lead forms in the back of the Hot & NEW section...ready to use daily.
- Your Lead Book will always give you a source from which to pull bookings.
- NEW leads are always the greatest. Historically I have LOTS of success meeting someone today, and booking them on the spot. Having appointment labels on the back gives leverage to book on the spot! Many people know their schedule tomorrow and the next day and closer in. Yet, often, they don’t know their schedule 1 or 2 weeks out. Concept: Leads are like bathtub water...let the cool water out as

you refill the bathtub with HOT & NEW water to keep your bath soak enjoyable, fresh, and on purpose with your goals! Do this with leads!

- **CMP – Child Motivation Program** for Bookings is an amazing incentive! Imagine if you had a different child you get to bless throughout the year, one each month. How about at the top of the month, the 1st thru the 21st you focus on this program. That's booking 1 or 2 appointments everyday for the first 21 days of the month. That's 12 sessions per year...and 12 children YOU get to bless!!! It will keep you on the DateBook and keep your business fun and prosperous. (Note: after 21 days of forming a new habit, you just may get hooked and begin to book everyday...for all 30 days each month...and then you'll reward your selected child for the 21 day portion of each booking month) Imagine the Possibilities!
 - 1 Booking x 21 days x 12 months = 252 bookings. ½ generally holds...so 126 bookings held x \$200 - \$300 average per booking = \$25,200 to \$37,800 retail sales. Averages \$50-\$75 profit per hour from your home-based business.
 - 2 Bookings x 21 days x 12 months = 504 bookings. ½ generally holds...so 252 bookings held x \$200 - \$300 average per booking = \$50,400 to \$75,600 retail sales. Averages \$50-\$75 profit per hour from your home-based business.
- **Connect-the-Dots...In a nutshell...using your Booking and Coaching skills...our Hostess Rewards Program and Quarterly Hostess and Customer Appreciation Program full circle...can BEE amazing! You'll BEE laughin' and cashin' alllllll the way to the bank and having FUN with your business!!! You'll BEE a repeat STAR...a FREE car driver...on the National Court of Sales...and by working it full circle you may even BEE on the National Court of Sharing and a Director if you choose!!! PLUS...I once heard that we are just 250 full circle skin care events/classes away from building our National Area! So...how soon can YOU get 250 full circle skin care events/classes done??? Imagine the Possibilities!**
- After calls...no matter what...always say THANKS _____, I APPRECIATE YOU and YOUR TIME. I work by appointment only and this represents a working day for me...so I'm really excited to get together with you. Rain or shine...you can count on me to be there, can I count on you to do the same?
- Tip: If children are present...it adds 1 hour or more...so ask during pre-profiling if she/they would arrange for offsite care. If not, ask about onsite care. Goal: have that mother enjoy her pamper time so she can indulge with a (+) MK experience.
- Every recommended product in section 5 of the profile card "interested in products" should be in your demonstration beauty roll up bag. They all fit. Those that don't (e.g. Satin Hands) can go in an empty miracle set bag that you setup as a demo display/for use. Optional: have 5 of each recommended product setup in your "shopping area" for big events with 5 women or more. At the end they can do their own shopping with a MK plastic shopping bag. You ring them up for what they selected and put in their bag. Makes it fast!
- Goodie Bags are prepared in a small Mary Kay plastic shopping bag (section 2)...as another way to market your business...at all times! It makes everyone feel like they "shopped" with Mary Kay even if they didn't buy anything that day. With the goodie bag, everyone gets to take "something" Mary Kay home!!! Include the class supplies, ADD a product sample and her preference of chocolate/fruit candy.