



## BOOKING FROM PROFILE

Thank you to Senior Dir Linda Richardson for sharing these great ideas!!!  
Thanks to ESD Heidi Goelzer for sharing NSD Sherill Steinman's booking/selling ideas.

**IDEA #1:** Sherill suggests you have 40 profiles filled out per month - only 10 per week! This is great - order profiles today!

**Use of Profile cards:** When you are out and about and meet someone ask them if they wouldn't mind you putting them on your mailing list. (This is less intimidating than asking them for a facial) They will be getting full colored Look Book every 3 months from MK. Then offer them a \$5 coupon and have them fill out a profile card.

Pay close attention to what they put down in #6 on that card! Look to see what they checked as of special interest. Call them the next day and say, " We met the other day at \_\_\_\_\_. When I got home I looked at your profile card and noticed that you were interested in removing eye makeup successfully. Normally I would just put you on my mailing list but when I saw your interest in that I just had to call you. Every month MK offers a Free product bonus when you have a facial.

The free product bonus in March is that eye makeup remover!!! (or whatever they checked) WOW!!! But there is also a bonus gift this month when you share your facial with 2-3 friends. You will never believe this but it is the eye cream that you also were interested in. Would you prefer to have a facial alone for the eye makeup remover bonus or share it with friends for the added bonus?

Go back and LOOK AT ALL PROFILE CARDS to see what your customers wrote down. Call them and offer them FREE what they are interested in and watch your bookings soar!!!!!!! OR if you have profile cards from way back say, "I was updating my profile cards and couldn't believe what I saw. You checked that you were interested in \_\_\_\_\_ and that is the free product bonus this month when..(add in facial or class)

### **AN OUNCE OF PROFILES IS WORTH MORE THAN AN OUNCE OF GOLD!!!!!!!!!!**

**IDEA #2:** USE THIS TO MEET NEW PEOPLE.I KNOW WE ALL NEED THAT!!!!!!!!!!

Conduct a survey with people trying the Visibly Fit lotion. Put 2 full sized bottles in your bag with you at all times. Use one to demo and have 1 to sell! Take it out wherever you are and then offer it to anyone around you, men and women! Use it once an hour on the hour! Think of it like sharing an Altoid. When someone has one it usually gets passed around. Have the person try it all the way up to the elbow. It is like satin hands in a bottle and you need no sink! After you have had someone try it tell them you are conducting a survey and need to know if they loved it or hated it. That is it! Make up a little survey sheet.

Then offer them a \$5 coupon in appreciation for trying it. Tell them it is only \$22 and they can use their coupon. YOU ONLY HAVE ONE LEFT.PULL OUT OF BAG! You want it? Then go out to your car and put another one in your bag.

Get 40 surveys in one month and see what happens! Then have them fill out a profile to be put on your mailing list and use the script from above to book them for and appointment!