

HANDLING OBJECTIONS LIKE A CHAMPION

OBJECTIONS TO BOOKING FACIALS/ CLASSES

“I’m too busy to have a class.”

- I admire busy people, since they always get the most done. We can have a short class, about 1 hour. Doesn’t it make sense to trade 1 hour out of your life so you can learn how to develop a softer, smoother, more radiant complexion?
- I can certainly understand how you feel, since I’m extremely busy, too. That’s why I limit my classes to 1 hour each. Wouldn’t it be worth 1 hour to learn how to save time in applying glamour and in taking care of your skin?
- I can relate, since I’m also very busy. That’s why I always take time out of my busy schedule to pamper myself. Don’t you deserve to pamper yourself with a luxurious facial?

“I don’t know whom to invite.” / “I don’t know anybody”

- I know sometimes it’s hard to think of people but please allow me to make a few suggestions. How about2 friends you shop with?2 friends you have coffee with?1 relative and 1 friend? 2 coworkers?2 neighbors?

“I want to check with my friends first.”

- That’s a good idea, but don’t you think their first question will be, when are you having your class? To save you the time of calling everyone back, why not set a tentative date? Ask them if they can come on that date and if they can’t we will select another date.

“My friends are all partied out.”

- I know. Aren’t we all tired of parties? Isn’t it refreshing to know that with Mary Kay, so you will be learning about your skin in a class situation and you’ll be pampering yourselves with free facials?

“My house is too small.”

- There’s no need to worry about the size of your home since there will be only a few guests (as many as you like). We can sit around any table or in the living room. Doesn’t that sound simple?

“I’m using another product line.”

- That’s great! This means you’re even more qualified to give me your honest opinion of our skin care program since you’re currently on a program yourself.

“I have sensitive skin”

- I’m glad that you mentioned that. Isn’t it re-assuring to know that the Mary Kay products are specially formulated for sensitive skin? You’d be the perfect person to give me your opinion of the Mary Kay skin care program.

“I don’t wear make-up.”

- Since you don’t wear make-up, you’re probably very concerned with the benefits of a good skin care program, aren’t you? You’d be the perfect person to give me your opinion of the Mary Kay skin care line.

This has become rather obsolete because you can now offer a Facial-On-The-Go!