

Designed for your success!

## KRUSE CADILLAC UNIT

# Additional Resources



"Most people live and die with  
their music still un-played.

They never dare to try."

Mary Kay Ash



# Frequently Asked Questions cont'd

## What is better; calling or texting?

In today's culture, we are finding voice to voice is more effective in reaching people. Texting and scheduling texts is great when you want to use your time as efficiently as possible. It is also good practice to find out if your guests/customers prefer calls or texts.

## Can I post about needing bookings on my facebook group?

As a new beauty consultant you will want to announce your new business on your PRIVATE Facebook group. However, don't rely on people saying "YES, I'd love to book." It is really important you reach out one-on-one so they can hear the excitement in your voice! They will be more inspired to say yes!

## How many people should I ask?

Direct selling is a numbers game! Obviously the more people you ask in the shortest amount of time; the more bookings you will have. If your goal is to have 3 parties a week; keep in mind the law of averages says that 50% will reschedule or cancel; with that in mind you will want to have 6 parties on your books each week for the next 2 weeks.

The average that hold will dramatically go up when you master coaching your hostesses!

Another law of averages is that 1 in 3 people you KNOW book. 1 in 5 will book if you are calling vendor/lead box names. 1 in 10 referrals will book.

## Is there a texting app you can use to save time?

Project Broadcast is a great option and won't break your bank. It is \$10 a month and will allow you to mass text people, yet give the feel of a personal message by allowing personalization. It also has a great set up to keep track of your responses. I have a referral link that you can use to get their freebies.

# Frequently Asked Questions cont'd

## What system can I use to keep track of people contacted for follow up.

I recommend using the tracking sheet on the Booking Success page; Power Booking Tracker. I will go over how to set up a binder for full circle parties; where you can keep track of everything related to bookings and parties.

## I did not get responses from some of my friends, what do I do?

Look at your tracking sheet to see first if you did the 3 to 5 time follow up on your initial communication with them. If you didn't this could be why. It is normal to think we are bothering people, but so may of us are busy and just simply forget to respond. It can take a 2nd, 3rd and even 5th contact before you hear back.

## I am getting a lot of no's, what should I do?

Make sure you are using the scripts. It is ok to change a few words to make it more like you, but the general outline in the script is designed to get more Yes's--use them! If that still doesn't stop the high volume of NO's; continue reading through overcoming booking objections and also see my Rejection Therapy in this FAQ.

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# Overcoming Booking Objections

## Right now is not a good time

**I totally understand! What I have found is that because women are so giving, they don't s**

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