

# 21 DAY

*Booking*

## CHALLENGE WORKBOOK

LEAH LAUCLAN, NSD • #UNLEASHED AREA

A system for client follow up that leads to an increase of sales and bookings.

- 48% of salespeople never follow up with a prospect
- 25% of sales people make a 2nd contact and stop
- 12% of sales people make a 3rd contact and stop
- Only 10% of sales people make more than 3 contacts
- 2% of sales are made on the 1st contact
- 3% of sales are made on the 2nd contact
- 5% of sales are made on the 3rd contact
- 10% of sales are made on the 4th contact

**WOW!**

**80% of sales are made on the 5TH-12TH CONTACT!**

# SCHEDULE AT-A-GLANCE

## Day 1: START DAY

1. Make a list of 30+ names and divide into 3 groups. The more the merrier.
2. Highlight 21 days on your calendar that you will designate for the challenge. It is ideal to have 21 days in a row, but realistically you may have some "off" days. Usually it takes a 30-day time frame to complete the 21 days of booking. Plan it out in advance on your calendar/agenda.
3. Plan how you will celebrate the completion of this challenge on Day 21.

**Day 2:** Voice Text Group 1 (1<sup>st</sup> Connection)

**Day 3:** Voice Text Group 2 (1<sup>st</sup> Connection)

**Day 4:** Voice Text Group 3 (1<sup>st</sup> Connection)

**Day 5:** Go back to group 1 for your 2<sup>nd</sup> connection

**Day 6:** Go back to group 2 for your 2<sup>nd</sup> connection

**Day 7:** Go back to group 3 for your 2<sup>nd</sup> connection

**Day 8:** Go back to group 1 again for the 3<sup>rd</sup> and final connection

**Day 9:** Go back to group 2 again for the 3<sup>rd</sup> and final connection

**Day 10:** Go back to group 3 again for the 3<sup>rd</sup> and final connection

**Day 11:** REGROUP DAY

1. Make a new list of 30++ names and divide into 3 groups.
2. Move list of names you did not get a response from to 3 months from now. You can try them again in 90 days.
3. Make sure current bookings are well coached.

**Day 12:** Voice Text Group 1 (1<sup>st</sup> Connection)

**Day 13:** Voice Text Group 2 (1<sup>st</sup> Connection)

**Day 14:** Voice Text Group 3 (1<sup>st</sup> Connection)

**Day 15:** Go back to group 1 for your 2<sup>nd</sup> connection

**Day 16:** Go back to group 2 for your 2<sup>nd</sup> connection

**Day 17:** Go back to group 3 for your 2<sup>nd</sup> connection

**Day 18:** Go back to group 1 again for the 3<sup>rd</sup> and final connection

**Day 19:** Go back to group 2 again for the 3<sup>rd</sup> and final connection

**Day 20:** Go back to group 3 again for the 3<sup>rd</sup> and final connection

**Day 21:** **TIME TO CELEBRATE! You did it! How did it feel?**





# SCRIPTS FOR CONTACTING FRIENDS, FAMILY, & CURRENT CUSTOMERS

A similar script can also be used by New Consultants booking and holding their 1<sup>st</sup> 30 faces or 1<sup>st</sup> 6 Beauty Experiences. Just add in a sentence or 2 about your goal.

## 1<sup>ST</sup> CONNECTION SCRIPT

**CALL/VOICE TEXT:** "Hi Ashley! This is Leah. I hope you're doing great!"

### 1. (BOOKING IDEAS & EXAMPLES (pick one most relevant to you))

- We just released a new \_\_\_ and I am doing a fun test-panel...
- I am hosting a summer/fall/winter/spring product preview party...
- My mentor challenged me to practice on 30 faces. I don't know if I can do it but I am going to try. I would love to borrow your face. I promise I'll give it back. Ha.
- I'm so excited about the makeover contest that Mary Kay just launched! They are giving away \$1500 to the winner and a bunch of \$500 cash prizes for the top 10! My goal is to have 30 of my beautiful friends enter and I picked you! Is there any reason why I couldn't borrow your face?
- I am putting together a Summer/Fall portfolio and would LOVE to feature you as one of my faces!! In exchange for your feedback on some of the new products, I'd love to offer you a \$20 welcome back gift certificate to spend at your appointment!
- I was asked to think of women that I highly respect and get their opinion on some of our new products we just launched. You were at the top of my list and although I am a little nervous asking - is there any reason I couldn't borrow you for a quick test panel sesh?

### 2. INCENTIVE (what's it for them)

- Gift card, discount, or free gift
- Hostess Program

### 3. MAKE THE OFFER & ESTABLISH FOLLOW UP

Let me know if you're interested and I will give you more details. I will go ahead and follow up in a few days if I don't hear back.

**TEXT (ideally later that day):** Hi Ashley! I left you a quick voicemail (or voice text) and wanted to make sure you received it. You were on the top of my list to call. Let me know your honest opinion. I will follow up in a few days if I don't hear back."

**(After she responds "yes")** Awesome! Let's chat on the phone and I will share some more details. Does today work well or is tomorrow better? (Set a date + coach & pre-profile her + get a guest list.)

## 2<sup>ND</sup> CONNECTION SCRIPT

**CALL/VOICE TEXT/TEXT:** "Hi Ashley, it's Leah! I wanted to follow up about.... and make sure you got my message. I know you're busy, so if I don't hear back, I will follow up in a couple of days."

## 3<sup>RD</sup> CONNECTION SCRIPT

**CALL/VOICE TEXT/TEXT:** "Hi Ashley, it's Leah. I wanted to follow up one last time about... If I don't hear back from you I will assume you're super busy and I will follow up a couple months from now. I hope you're doing well!"

# SCRIPTS FOR CONTACTING REFERRALS

## 1<sup>ST</sup> CONNECTION SCRIPT

**CALL/VOICE TEXT/TEXT:** "Hi Greta, this is Leah. You actually don't know me, but your friend, Jessi Harper gave me your # to offer you a gift that she thought you would love because she enjoyed it so much. It's a complimentary skin care session, plus a \$25 gift card to spend at the experience. You will love it. Let me know if you're interested and I will text more details. I will go ahead and follow up in a few days if I don't hear back."

## 2<sup>ND</sup> CONNECTION SCRIPT

**CALL/VOICE TEXT/TEXT:** "Hi Greta, this is Leah again, friends with Jessi Harper. I wanted to follow up about the skin care session Jessi thought you would love. Text or call back when you get the chance and we can go over the details. I know you're busy, so if I don't hear back, I will follow up in a couple of days."

## 3<sup>RD</sup> CONNECTION SCRIPT

**CALL/VOICE TEXT/TEXT:** "Hi Greta, this is Leah, friends with Jessi Harper. I wanted to try one last time to connect about the skin care session Jessi thought you would love. I am sure you're probably really busy, so I will follow up in a few months. Take care."

# SCRIPTS FOR CONTACTING LEADS FROM A FACIAL BOX/EVENT

## 1<sup>ST</sup> CONNECTION SCRIPT

**CALL/VOICE TEXT/TEXT:** "Hi Briana, this is Leah with Mary Kay (from the Girls Scout event!) You were one of the runner up winners! Congrats! You have won a skin care session, plus a \$25 gift card to spend at the experience! Let me know if you're interested and I will share more details. I will go ahead and follow up in a few days if I don't hear back."

**TEXT (ideally later that day):** "Hi Briana, this is Leah with Mary Kay (from the Girls Scout event!) I left you a quick voice text and wanted to make sure you received it. You won a complimentary skin care session, plus a gift card. Text back if you are interested and I will give you more details. If I don't hear back, I will follow up in a few days."

## 2<sup>ND</sup> CONNECTION SCRIPT

**CALL/VOICE TEXT/TEXT:** "Hi Briana, it's Leah! I wanted to follow up about the skin care session you won. Let me know if you have any interest and I will share more details. I know you're busy, so if I don't hear back, I will follow up in a couple of days."

## 3<sup>RD</sup> CONNECTION SCRIPT

**CALL/VOICE TEXT/TEXT:** "Hi Briana, it's Leah. I wanted to follow up one last time about your complimentary skin care session and gift card. If I don't hear back from you I will assume you are super busy and I will follow up a couple months from now, if that's ok?"