

OBJECTIONS

As you perfect your skills of booking and holding Skin Care Classes, you will encounter objections. You will find that objections are simply requests for more information. You will want to make flash cards of these objections to practice with. There are 6 main objections that you will encounter when booking Skin Care Classes:

1. I don't have TIME
2. I don't have any MONEY
3. I use "BRAND X"
4. I DON'T WEAR MAKEUP
5. I don't have enough FRIENDS/ don't have anyone to invite
6. I'm ALLERGIC to Mary Kay

When you hear one of these objections from your future hostess, it's time to get excited! Each of these "objections" is exactly the reason why your future hostess will LOVE her pampering session!

When overcoming objections, we always use the "FEEL, FELT, FOUND" method. (I know how you feel, I've felt that way myself (or I know someone who felt that way), what I've found is...)

Use the sample dialogues below to help your potential hostess understand how you can help her. I suggest putting these dialogues on "flashcards" and becoming very familiar with them, since you will encounter these same objections throughout your Mary Kay career.

Her Objection: I don't have **TIME** to hostess a Pampering Session.

Your Response: I know just how you FEEL! When I was thinking of hostessing a Pampering Session, that's just how I FELT. What I FOUND was that when I felt like I had the least time to spare, that's exactly when I needed to take a little time for myself! My consultant explained to me that our Pampering Session would only take about 2 hours, and she would even send the invitations out for me! After my Pampering Session, I was so glad that I had taken that time to pamper myself, and hang out with my girlfriends! I think every woman deserves a little time out once in a while, don't you?

Her Objection: I don't have any **MONEY** to buy anything.

Your Response: I know just how you FEEL! I have many customers who have FELT just the same! What my customers have FOUND is that free product is the best product! There is never any obligation to buy anything at a Pampering Session, and I love to reward my hostesses with free product! I would love for you to leave your checkbook at home, and just let me pamper you and your girlfriends! Doesn't that sound great?

Her Objection: I use "BRAND X."

Your Response: I know just how you FEEL! I FELT the same way myself. I too, was loyal to another brand. What I FOUND was that the consultant just wanted my opinion in regards to how Mary Kay compared to what I was currently using.. I would love to get your opinion on our products, as that opinion would be especially valuable to me. I'll even have a gift for you just for giving me your opinion! Would you be willing to help me out with my training by doing that?

Her Objection: I DON'T WEAR MAKEUP.

Your Response: I know just how you FEEL! I actually have many customers who FELT the same way, as they didn't wear a stitch of makeup, either! What they have FOUND is that we actually focus on Skin Care at our Pampering Sessions, glamour is icing on the cake. I would love to get your opinion on our Skin Care. Would you be willing to give me your opinion? And—if you prefer, I actually offer a selection of other Pampering Sessions besides Skin Care Classes! I do manicures, pedicures, spa classes.....etc.

Her Objection: I don't have any FRIENDS/don't have anyone to invite.

Your Response: I know just how you FEEL! I FELT the same way when I was thinking of hostessing a Pampering Session! What I FOUND was I knew a lot more people than I thought! I thought about who I would invite to my wedding - if I was getting married, and I came up with a great list of ladies to share my Pampering Session with! We actually love to work with small groups, just 3-6 ladies is perfect! Who can you think of that you know from work/church/clubs/school/family? I bet any of those ladies would love to be pampered, don't you think so?

Her Objection: I'm ALLERGIC to Mary Kay.

****This objection is a little different than the others, in that you need to gather a little more information from her before you overcome it.****

Your Response: I know just how you FEEL! I have a lot of allergies and sensitivities, too! Do you mind if I ask you a couple of quick questions to help me with my training?

a) How long has it been since you last tried Mary Kay?

If it has been more than about 1-2 years, let her know that the company is always improving the product, that many of our products are now dermatologist tested and safe for sensitive skin, and that you are confident that you will be able to find products that work for her.

b) When you previously tried Mary Kay, what products did you try, and what exactly did you experience?

Let her know that we have many different product lines, and that you are confident that some of our other products will work for her.

c) What is it that you are allergic to, specifically?

If she does know what ingredients she is allergic to, let her know that we have lots of different formulas, and that you can do a little research and have her try products that do not contain that ingredient. Let her know that you are confident that you will be able to find products that work for her. If she does not know what ingredients she is allergic to, let her know that all of our products are tested by independent dermatologists, and that most are rated as safe for sensitive skin. Let her know that you would love to help her find some products that will work for her, since you know how difficult it is to find products when you do have skin sensitivities.

d) What are you using on your skin currently?

Let her know that Mary Kay has product lines that are very gentle, and that if she is able to use any product line available on the market, you will be able to find products in the Mary Kay product line that will work for her.

Always offer to let her do a patch test before she tries the product all over her face. Also, let her know that even if she doesn't feel comfortable doing a facial at her Pampering Session, she can still invite some girlfriends over for some pampering, and earn Free Product!