

## 40 Second Customer Contact List Booking Approach

**Hi, this is \_\_\_\_\_! I am so excited! I am having one of the best and happiest days I have had since I started doing Mary Kay. I am trying to hold more classes in the next 10 days than I have held in any 10 day period since I started doing Mary Kay. It could be a state record!!! It is so easy to get the guests there, all you have to say is, "Come as you are and you'll leave looking like a Star!" For just having a class with four or more adult non Mary Kay users you get your choice of either \$30 worth of free Mary Kay or a 30% discount on everything you buy in the next 3 months. I appreciate you having a class but I want to make it easiest for your schedule. Would you rather have your class before the weekend, during the weekend, or would right after the weekend really seem easier to you? Whichever seems easier to you will be fine with me! (Shut up for a second)**

### **HOW TO ENJOY MAXIMUM RESULTS FROM EACH CLASS:**

Maximum number of sets Sold  
Maximum Bookings  
Maximum Recruiting Interviews Set

### **I MUST GO TO EACH CLASS WITH THREE GOALS: (3GPC)**

How many sets can I sell?  
How many guests can I book?  
How many interviews can I complete?

### **I MUST CONDUCT THREE CLOSES PER GUEST: (3CPG)**

David Cooper 35 Second Sets Close  
David Cooper 25 Second Booking Approach or Mary Kay correct booking approach  
David Cooper 25 Second Recruiting approach

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Before David Cooper Seminar Day 1= Unconscious-incompetent  
During Seminar=Conscious of incompetence  
During 21 Days=Conscious Competent  
After 21 days=Unconscious Competent

100% of seminar attendees leave with "Potential Results"  
10% of Success comes from your exposure to the 7 hours of Seminar  
Next 20% of success comes from script practice in front of mirror (20 min. am/20 min. pm X 21 Days)  
70% of your success comes from Application- (doing at your classes)

### **GOALS FOR 21 DAY SUCCESS**

1. Book 25 to 30 classes in 48 hours.
2. 6-8 classes booked each week, hold 3 to 4 each week.
3. 4 to 5 interviews each week X 21 days.