

DOVETAILING

Dovetailing, also commonly referred to as double booking, is often used when a Mary Kay Independent Beauty Consultant or Sales Director finds they need to schedule more than one class at the same date and time. This is often helpful if a potential hostess is hesitant about setting a date for her own appointment because she does not know when she is available.

Prior to trying dovetailing, a Mary Kay Independent Beauty Consultant or Sales Director should first consider approaching another team member, that she feels runs her business with the same high standard, to see if this team member could be available to conduct one of the classes, should both the classes hold. Should your team member conduct one of the classes, it is recommended that you come to an agreement with her in advance as to how the profits from that class will be handled. Many independent sales force members have found that it works best for the original Beauty Consultant who booked the class to receive a percentage of the class sales (a suggested guideline would be 15 percent of class sales). All other sales, customers, bookings and any potential team members from the class go to the Beauty Consultant who actually held the class. The hostess remains the customer of the original Beauty Consultant.

If one of the classes ends up only having one or two people available to attend, consider offering a small gift to those people and asking them if they could attend the other class and just combine the two classes into one.

Below are some sample scenarios with scripts that may assist you.

If a potential hostess is hesitant to set a date because she does not know if she is available, consider saying:

“Why don’t we set up a tentative date with the understanding that if we need to change the time or date, its okay? So we’ll set that up and I’ll call you in two days. (Customer’s Name), what would be better for you – beginning of the week or end of the week? Wednesday or Thursday? 7 or 7:30?”

When working with a potential hostess and the option of dovetailing is viable, you may want to consider telling the hostess that should the tentative date become a confirmed date, you will, of course, have to fulfill your first commitment. Also consider reassuring the potential hostess that should the first commitment hold another Independent Beauty Consultant will conduct her class on the agreed-upon date. You might say something like this;

“I’m going to put you down on this date, which you feel is the best time for you, although I already have another tentative date for that time. There is a good possibility my other hostess may change the date. If she should elect to keep the date, of course, you understand that I will be obligated to hold her class since it was booked first. If this should happen, I will be very careful to select someone to hold your class whom I know you will enjoy.”

After setting the tentative date, consider a small incentive (ex: \$25 in FREE product) may help to make the tentative date work.