

A Guide to Making Your Booth a Success!

Working booths is one of the most fun ways to meet new people. The great thing about a booth is that the potential customer comes to you!!!

If you need more leads, **take it on yourself to go find a booth for you and your team to work together.**

Places to find booth opportunity might include: **your local newspaper, your local chamber of commerce**, community bulletin boards, and internet searches for local areas and events. And just talking to people that may have information you can benefit from. If you find an event and you feel it is too expensive for you call your Director and see if she will take it on.

Dress Code:

- **It's important to dress professional.** wear the Black Beauty Coat. By wearing the beauty coat you and the person working the booth with you will present a professional image to everyone going through the show. We may be the only Mary Kay someone will ever meet and we want to make a great impression. One thing I remember learning in my business is: **We only get one chance to make a GREAT First Impression.** By the way... we always get positive feedback from the crowd about how professional we look! If you do not have a beauty coat wear a black dress that is not skimpy. Or if you do not have a black dress then a summer dress as long as it is not too short and looks business like is fine.

Common courtesy:

- Be early to your shift. I always recommend that you arrive at least 30 minutes prior to your shift. Go to the booth and say hi to the consultants working. Now they know you're there and that they will be able to leave on time. You can set any excess items you brought under the display table and walk around and get familiar with the layout, such as food court and bathrooms.
- Each shift usually has two consultants scheduled together. Be courteous and work together. Going back and forth, she gets one then you get one so that it's even and fair. If a group of women come to the booth that are all together keep them together by having them sign up and one consultant writes their name on the back of all the leads. Other wise you're both going to have a problem when it comes to scheduling these women and not stepping on each others toes. The next group of women will go to the other consultant. At the end of the shift split the leads evenly.
- Do not bring food and beverages into the booth or talk on your cell phone during your shift. The only exception is a bottle of water and even that needs to be concealed under the table. If you need to take a break and grab something to eat just let your booth partner know and then find somewhere away from the booth to get your snack.

- Anything that isn't part of the display should be out of sight. **Your business cards and books should be off to the side under one of the side tables in a neutral looking basket or container.** Any kind of wrappers or trash lying around the booth distracts from the overall appearance that we are trying to present so be sure to keep it picked up while you are there. (Potential customers sometimes leave garbage behind)
- Also please be mindful that the person who set the booth up will want it kept the way they designed it. If you have a great idea of how it should look just make a note of that for your next booth that you're in charge of.

For your success:

- Stand at the entrance of the booth each of you on either side as to not block the view of people walking by. Do not sit inside the booth or at or behind the table. Keep your lead forms in your hand so you can hand them to prospective customers. **Always have a smile on your face...** As people walk by be sure to greet them hand them the survey sheet so they can enter into your drawing. This is how you will get their information to call them for an appointment. Remember even if you don't think anyone is watching you, you need to always be **professional** and not let any negative feelings show. A YES is right around the corner!!!
- Only spend 2 to 3 minute with each person, you don't want to miss out on anyone walking by. Don't worry you will have time to build repore with each person at their appointment! Have her give you her entry, then write a quick note so you will remember who she is when you call her.
- Give a gift and keep it simple. I use the small product bag from Wal-Mart with some color samples and candy.! Be sure you make up enough and that you make them a couple days prior to the show. Please don't stress yourself out and try to make them the night before or the day of. Another great idea for a gift is roses or carnations and hand those out with your card. One thing we have found is that when you give out flowers other vendors ask where they got them and the women always remember it was from the Mary Kay Booth!
- If during your shift you experience slow times with very few people coming through you can start networking with the other vendors. Go see them at their booth and offer them what you're offering to everyone else. Be sure you don't interrupt them if they have a customer or if someone is walking by their booth while you're talking to them, step back and let them do what they are there for.
- When designing your own booth be sure to keep your space simple yet beautiful, you want it to be inviting and the women to be naturally drawn in.

What to bring:

- Look Books or Beauty Books, business cards, entry slips, ink pens, small clipboards, and goody bags or flowers. Bring your beauty coat, name badge, a great attitude and a big smile!
Now you are ready for a successful show!

Important!

- **Be sure to call your leads within 24-48 hours!**

However you don't want to discard your leads if you aren't able to get a hold of them right away. Get some sort of filing system that works for you and keep notes on each lead every time you call them. Log what time of day you called, whether you left a message or not, who you talked to and if they said to call back then make note of when to call them again. It has been proven that the consultant that calls back 5 times or more gets more booking and more sales. Persistence pays off!

A simple booking script you can use:

Text Booking:

Hey Maggie!! This is Tia we met Saturday at the women's show and you entered to win our ultimate MK pampering session & a gift card. CONGRATULATIONS you are one of our WINNERS! Please respond to this text so I can confirm I have the right person & I can get you all the details 😊

Maggie: Awesome. This is Mallie.

Great do you mind if I text you the details?

Maggie: No that's fine

Great!! You have won an ultimate pampering package for you and up to 4 girlfriends! Its completely FREE. Includes a microdermabrasion treatment and an instructional facial with our skinvigerate brush. As the winner you will receive a gift card and a goody bag! Your girlfriends will also receive the FREE pampering as well!! Do weekends or weekdays work best for you?

Then book the appointment

So now you're are ready! Have a great show!!!

