

The Close

****THIS IS THE MOST IMPORTANT PART OF YOUR NEW BUSINESS! YOU CAN PUT THE PRODUCT ON ANY WAY YOU WANT (AS LONG AS IT'S ON ½ THE FACE) BUT YOU MUST MEMORIZE THIS CLOSE! IT IS CRITICAL TO YOUR SUCCESS!!!**

One on One Consultation at the end of the party.

3 objectives:

- 1- Sell sets
- 2- Book future classes
- 3- Schedule the career survey

Sit to her left and mostly turn her away from the crowd. Mimic the way she sits or carries herself. If she is relaxed, you relax. If she sits up, you sit up. You have been standing over her for the last 45 minutes, so now your eyes need to be lower than hers. Do NOT give her a Look Book until AFTER the sale.

1. Thanks for coming! I really enjoyed you being here tonight! Did you have fun?
2. Did you learn anything new? What did you learn?
3. Do you love the way your face feels? *(Touch your own face.)*
4. Until your 2nd Pampering Session, did I answer all of your questions?

Let's take a look at your feedback set sheet and profile card and I'll make sure I can read it all. *(If she's missing things you need on her profile card, fill them out now.)*

1. I am dying to know – If money were no object, which set would you love to take home tonight? You know your situation better than I do. Would you like to take home our 'girlfriend', Queen IDIA - I Deserve It All *(shoulder roll)* or is just the ___ more what you had in mind? Either way will be fine with me. *(Stop talking and look down. Take her profile card and start copying her name and address onto the sales ticket. Wait for an answer, don't be first to speak.)*

(If she doesn't say anything once you've finished copying, turn to her, smile and nod. Look back down at your sales ticket. Count 1 one thousand, 2 one thousand...to 5.

Then turn to her and ask,

____ *(name)* do you mind sharing with me your thoughts so that I may help you out with whatever you're thinking?

THAT'S A GREAT CHOICE! *(Write out the sale, then look at the comments on the back of her profile card to be sure she got products to meet her personal concerns)*

Based on what you shared with me on this card, do you mind if I make a recommendation and share my thoughts to be certain we covered your concerns?

(pause) For your concerns, I'd recommend _____ *(You can lift the carbon copy of the profile for a 'cheat sheet' underneath.)* Now, I'm going to mention these couple of things just in case. The AAA-mazing Skinvigorate Brush? Is your mascara more than 3 months old? Do you need concealer? How 'bout powder? The gloss or the blush

you tried tonight – did you need either of those? Great! How did you want to take care of that? Check, cash, Visa, Mastercard, Discover, or American Express? Okay, good. *(While she goes to get her purse, finish the ticket by adding it up and give her a customer copy. Don't add first, then send her to get payment; it wastes precious time. The close can be the longest part of the night and it's the most important, so be efficient.)*

(Tip: If there is an issue with her being able to afford what she wants, suggest a payment plan of ½ NOW, ½ next paycheck (usually within 2 weeks). You MUST have a credit card or post dated check for the payment plan option. Never leave the customer with the product and the intention that they will send you the money. And always collect ½ plus full retail tax to cover your cost up front. Be business smart!)

2. Now, for your second pampering session, let's take a peek at what you indicated would be best for you. Q! That's wonderful! You'll be helping your girlfriend get the ___ from her Queen credit (**[OPTIONAL]**: AND you get your Insta-freebie!) I'm excited to do your ___ *(whichever option she chose)* while your guests do what you did tonight! *(don't pause)* So is next week or the week after more what you had in mind? *(Get out your calendar.)* Great! *(Set the date. If she's not sure on the date, set a tentative date that is 'generally' best for her.)* I do all the work. They don't have to buy a stitch. All you do is have 5 – 7 of your adult friends. The most successful Queen starts with a guest list of 10 – 15. The girls on your Fabulous Sheet are a great start! *(Take out Queen Credit Sheet and fill it out for her. Set a date and time within 48 hours to get names, numbers and addresses of guest list. Never leave without at least a tentative party date or a specific time in the next 48 hours when you'll both have your calendar to book. If she's hesitant to book a date, say two key words: Tentative and General. i.e. Let's book something tentatively that's generally best for your schedule and then I'll call to confirm tomorrow when you have your calendar in front of you.)*

[OPTIONAL]: Now...OPEN your INSTA-FREEBIE in your "Book-To-Look" prize!

(If she has written "S" for self simply say...) Are you sure you don't want to just see if your friends want to join you and if they can, great! If they can't, no big deal. I'll be there for you anyway!

(Ask because there are 3 reasons people don't book - 1. Some people don't want people at their home. So always have an alternative location to offer. 2. They are afraid their friends will feel pressured to buy. So make sure your hostess program gives them some things even if friends don't buy. 3. They are afraid their friends won't show and they'll be embarrassed. So just release her guilt so she'll try. If she still wants it by herself, share when you hold your individual appointments or offer her to join you at an event. If she's only available for a prime spot, either kindly 'table it' by not booking it OR book to potentially dovetail OR ask if she'd be open to you inviting others to join as that's a 'group' slot. Offer her some hostess credit if others join her, so you still have the ability to see multiple people in that slot.)

Now, for some women this is a hobby, but for me it's a job. I will be there rain or shine. You can count on me! Can I count on you? Great! We're going to have a great time!

3. *(Once booked, look on back of profile card for YES or OK to help with your training)*

(If OK, then say...) Yeeeah! Thank you for agreeing to help me practice by letting me explain to you how I make my money in our marketing plan! It'll only take about 30 minutes over a quick cup of coffee or over the phone. I'm in training so my Director will role-play with you while I take notes. Would tomorrow be good or the next day better? Great! *(Schedule her for a specific date and time. Then, on a career survey postcard, write her appointment day, date, and time; and check off the recordings(s) or video(s) you recommend for her. Hand it to her and say...)* I can't wait to talk with you again! Before we connect, you'll want to take about 20 minutes to listen to this recording (or watch this video) to be prepared for our chat. It's important that you do that to get some background information so our visit will go quicker. *(Hand her a Look Book)* You can also take this catalog and go shopping! When I call or text to confirm our time, let me know what you've selected for your half price item so that I can bring it with me! Go ahead and splurge for something you wouldn't otherwise get to take advantage of the ½ price. I would!

(If YES, don't hesitate. Just say...) I am so excited to partner with you! We'll take it at your pace. You're in a business for yourself, but not by yourself. All that's required is the \$100 + tax and shipping. Now, we do recommend you get products on hand in addition. Some women get a purse full, some a store full, and some don't get any at all. You'll have a business coach, but you'll make your own educated decision. What is required is the starter kit. So, how would you like to take care of the \$100 + tax and shipping? *(While she's getting it, pull up the online agreement and have her fill it out RIGHT THERE! She'll move off to the side to do it while you close the other guests. Tell her to interrupt you if she has questions. Once done and her consultant ID is official, give her our family website info and direct her to the business plan recording. Celebrate her publicly and affirm her in front of everyone! Call your Director AS SOON as you leave to tell her about your new team member.)*

(If NO, love on her and tell her how much you need your clients, as she may feel guilty. If you really like her, ask...) Are you sure you couldn't spend just 30 minutes helping me reach the required activity for my goal? *(Usually she'll ask you what it is again and say YES. If still NO, say...)* Did I tell you that you get a FABULOUS FREE gift when you refer someone to me who is accepted by Mary Kay and places her first product order? Who are the 3 people MOST LIKE YOU who might benefit from \$30 - \$100/hour and making RESIDUAL INCOME? Would you be willing to ask them if they'd help me with my goal?

Thank you so much. I will grab your goodies at the end, if you don't mind? Will you please send in _____ next? Great! See you _____!