

Individual close - This is what it means to “work full circle.”
(You’ll want to follow this for every person at every appointment.)

Also listen to this LIVE at 1-712-432-0469 ACCESS CODE 845180# RECORDING #2

Note: You will always want to close each guest away from the table (in another room)—finances and skincare are personal. – **Sit knee to knee with the person on a couch or bring one chair next to another.**

Selling the product

1. “Did you have a good time?”
2. “How does your face feel?” (Take the back of your hand and feel your own face.)
3. “If money were no object, what sets would you just love to have?” (Wait for reply) So glad you liked you liked . . .”
4. “Which skincare sets would you like to take home with you tonight – I recommend the Miracle Set?” (wait for reply)
 - a. If she includes the skincare, say “And the Miracle Set is exactly what I would recommend that you start with tonight” and then review what is in the Miracle Set and what each product does. Then ask “Would you like to start with that(wait for reply)?”
 - b. If she doesn’t include the skincare, ask her “And what did you think of the Miracle Set which is what I would recommend that you start with. And restate the benefits of the Miracle Set. Then ask “Would you like to start with that tonight(wait for reply)?”
 - c. If she says it’s too much for her budget, you could offer to split payments (if that’s something you want to offer) or if not, recommend she start with the Basic set (Cleanser, Moisturizer and foundation). Do not break up the cleanser and moisturizer—as they will not see a difference in their skin by using only one product. Remind her also that the products will last 3-6 months. Then ask her if it is okay to start a “wish list” on the back of the profile card of things that she likes that she tried today. Tell her that you will go through each item she tried. Does she want to: 1) Take it home today?, 2) Put on her “wish list”, or 3) Not interested in that particular product. **Don’t assume that she doesn’t want anything** else if she only gets the Basic (sometimes women don’t want to spend everything on skincare but want a few of the supplements). **Always commend her for starting with skincare.** Then start a wish list for the items she likes but isn’t getting tonight. (You’ll show her how to get some of those items for free by sharing her follow up appt. with a few friends.) **Notes:** If she says she currently has skincare that she wants to use up, ask her if she would be willing to try Mary Kay once she finishes that. Then ask her when she thinks that might be (and make a note on her profile card).
 - d. If she gets the Miracle Set, point out again that she could get 2 other sets for \$199 and get the travel roll up bag with that. If she doesn’t want 4 sets, point out that she could get one additional set for 1/2 off if she buys two sets.
 - e. Finalize the sale get the payment
 - f. Ask her if she could take one more set home or one more product what does she want next- this is your wish list
 - g. Ask her what one color /glamour item she would like the best (gloss/mascara etc..)

Booking the Follow up appt. –

8. Then, show her the looks in the Look Book and have her pick out a look that she likes—romance her (PMS—Personal Makeover session) and let her know this is what she’ll receive at her followup appt. (If she doesn’t like to wear makeup, eliminate this step and “romance the supplements”). **Always give two options when booking.** Say, “Is a weekday or weekend better for your followup appt.? (wait for reply) or give her two days when you are available. Would you like to share your appointment with a small group (3-5 women) or a larger group (6-8 women)? (wait for reply) If she doesn’t want to have a class, book her for a time at our studio or set up something convenient for the both of you. Booking the followup appointment is critical to locking in customers for life. It’s the “check up from the neck up.”

Sharing the opportunity

9. Based on ABC – As and Bs both book to career coffees- “I see you are willing to help me with my challenge and I am going to give you _____ (what she wanted).. for free at the appt. I usually do these coffee sessions on _____ and _____ which one would work for you? If shes an A and you cant fit her in the coffee times just book her where it works for you (if you are willing to do them self if not put her on the Marketing Call. The “C” you can ask if they would be willing to listen to pre recorded line and give 10 mins of feedback for a half price color item.

Final close Shake her hand as you thank her for her order. Then look her straight in the eyes (while still holding her hand and say, “I just want you to know I’m reserving the time for you for your follow up appointment and you can count on me to be there no matter what regardless if your friends come we will have fun.” If she booked a party make sure to give the hostess packet and talk about invite list returned within 24-48 hrs for a free color item (regardless of how far out its booked).