

Individual Close—Memorizing & KNOWING THIS PAGE inside and out is crucial to your success in Mary Kay

After the Table Close, you will want to meet with every guest individually and do an individual consultation. It should be conducted AWAY from where the appointment took place. The individual consultation is extremely important and means the difference between having a \$50 appt or a \$500 appt. At the individual consultation you should have your date book, money bag, sales tickets, hostess packets, recruiting DVD's calculator, and a pen. Ask after you've gone over set sheet, "Who's gotta go quick or who's got a babysitter? Ok, you, grab your rollup bag and profile card and come with me. Have her sit down next to you.

You will ask EVERY guest the following questions during her individual consultation.

1. (Her name), did you have a good time tonight?
2. How does your skin feel?
3. What part of the Miracle Set did you like the best?
4. _____, you know your situation better than I do, but as I was going through the sets tonight which one did you get most excited about and that you would love to take home with you?
5. Are there any individual items that you would like to add?

Buys a SET or SKIN CARE

Buys nothing or very little

"I do my second appointments on Tuesdays & Saturdays, what works best for you?"
LOOK DOWN at calendar

(Guests name), can I ask you a question? If you had the skin care for little or no money would you use it? If she says "yes" say, I have a really neat way for you to get it for little or no money, can I tell you about it? If she says "yes" say, ALL you need to do is share your follow-up appointment with 2 other people besides yourself and you could get all kinds of stuff for free." Pull out a hostess packet and share your hostess program with her.

If she says, "Do I have to have a second facial?"

You say, "No, you don't have to have one, but our products are guaranteed. That is why we recommend a second facial."

At this point, PAUSE. Don't say anything else. If she doesn't want a second facial, that is fine. You don't want to create a feeling of frustration in your customer. You want this customer for life. If she doesn't care to have a second facial, say, "That's not a problem at all. I will assume your products are working fine unless you call me and tell me otherwise."

Of course, you will still want to follow-up with her to make sure she is happy with her products and continue to service her like a great beauty consultant

OR she will answer the question

Set date THEN say, "Is there any reason why when we get together for your follow-up appointment you wouldn't want to share it with a couple of friends? I think we'd have a ball?"

YES
Then goal is to get GUEST LIST

"we'll want to go ahead and get your guest list, so why don't you just grab your cell phone & write down a list of your girlfriends you'd like to invite & their #'s for me and I'll go ahead and give you any one color item at half price as a thank you for going ahead and getting that to me."

If she doesn't want to share her follow up appointment with friends, then say...

"Let me tell you how I handle my check-up facials. If you choose to share it with a couple of friends, I'll come to your home at your convenience or you can have it at mine. If you choose not to share it with a couple of friends, I offer second facials at my Success Meeting on _____ Nights at _____ p.m. What would be better for you, _____ night at my Success Meeting or at your home or mine with a couple of friends?"

The other option you could do is to hold follow-up facials at your home on a specific time during the month. I would suggest that you not run around the country giving second facials to one person at a time.