

Doing a STRONG Individual Close



After the Table Close, you will want to meet with every guest individually and do an

individual consultation. It should be conducted in a separate room from where the skin care class took place. The individual consultation is extremely important and will make the difference between having a \$50 class or a \$500 class.

At the individual consultation you should have your date book, money bag, sales tickets, hostess packets, recruiting DVD's calculator, and a pen. Have her sit down next to you.

You will ask EVERY guest the following questions during her individual consultation. Make sure she brings her profile card, **Beauty Book** and set sheet (beauty book insert) when she meets with you for her 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 specials tonight which one did you get most excited about and that you would love to take home with you tonight?
5. Are there any individual items that you would like to add to your order?

If what she purchases contains the TimeWise Skin Care, you would write up her sales ticket and collect her money. Then you would 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 can't wait to get their reaction of your WOW Look, plus I think it would be a ton of fun!

If she would like to share her appointment with a couple of friends, then say, "What works better for you the beginning of the week or the end of the week?" Book her for what works for her, and then pull out the hostess packet and say,

Hostess Program
"Do you like free product? Great, because I want to show you how you can get lots of it for free... You can earn unlimited amounts of free product. You will get 10% of what everyone buys that day in free products. For example, on a \$300 class you'll get \$30 free. When one of your friends books her follow up appointment, you'll get 15% which would be \$45 on that same \$300 class. When two of your friends book their follow up appointment, you'll get 20% which would be \$60 in free products! Or, you can get \$75 in MK products and only pay \$35 just for having a party. It's that simple.

You can create your guest list on the inside flap of the brochure (show her). What I'm going to have you do is fill this out completely so we can be sure to have enough people in attendance to count as a party and to give you lots of free product. You can fill it out right now and I can take it with me or you can pop it in the mail tomorrow in the self addressed stamped envelope. Or if it's even easier, you can e-mail it to me tonight or tomorrow. Which works better for you?

_____, can I ask you one last question. After watching me tonight and hearing a little bit about Mary Kay could you EVER in your wildest dreams see yourself doing something like Mary Kay? I think you'd be great! (I was so impressed with you because _____).

No matter what she says, you say, *I tell you what, this may or may not be for you, but I'd love to be the one to share it with you. _____ if I gave you this DVD to watch would you give me your honest opinion about this opportunity?*

Here's the DVD. These are like gold to me and I only have a few of them so do you think you could watch it in the next 48 hours? Lets set up a time that we can get together and I can get the DVD and your opinion. Set up a time.

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 Monday Nights at 6:30 p.m. What would be better for you, Monday 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.

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 would.

If what she purchases does not contain any skin care, then say...
"(Guests name), can I ask you a question? If you had the TimeWise 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 it counts as a class." Pull out a hostess packet and share your hostess program with her.



Call your director IMMEDIATELY and tell her about the prospects you selected to listen to the career opportunity. 608.786-0575

