

The "Class Close"

After your guests have finished their emergency color do compliment time. Then pull out a small garbage bag and have everyone throw away her trash. Ask them to close up their mirrors and pass forward to you and you now have your table cleaned up.

A cluttered mind cannot make a decision!

1. "Profile Card Close"

All the way through the appointment, have the guests write down the names of the products they like onto the back of their profile card.

2. "Table Close"

"This is the fun part...you get to go shopping! How many of you like to shop?" (Raise **your** hand!) "I would like for you to look at your **Beauty Essentials Collection Placemat**. I will be going over how the products come, and what my special is tonight. The first pocket has in it the TimeWise Skin Care set which includes your 3-in-1 Cleanser, Age-Fighting Moisturizer & Foundation, or if you are using Velocity, that would go in this pocket. Also in this pocket is the Day and Night Solution (Pro-Newal) that creates the Ultimate Miracle Set." (As you are explaining each product, line up the products on the table in the order you apply each step.)

(Go through each pocket on the placemat telling what they have in them, and giving the price of the bag as retail and then with the discount - Do not say the word dollars.)

"Great skin care will help you look good in 15 years, and helps your makeup look great and last longer.

Makeup alone will help you look good in 15 minutes, and last not much longer than that!"

(Pass out the \$299 Roll Up Bag.)

"Go ahead and open your bag, and follow along with me. I have 2 specials for you tonight. The first is the **Cadillac Bag**. It has most everything you used today, and more. The Ultimate Miracle Set, Emergency Color Set, Microdermabrasion Set, The Extras Set, and The Satin Set. The total value is \$420 including the Travel Roll-Up Bag. Today you can start with the **Cadillac Bag** for only \$299. That is a \$120.00 savings! OR you can "Build-A-Bag" with our \$199 Outrageous Bag Deal. You can 4 sets, mix and match any of the sets to create your own bag! When you purchase 4 sets, you get the Travel Roll-Up Bag FREE, which is a \$40 value!" (Romance the bag. Hold up the roll-up bag to show how it hangs; show how the pockets velcro off; show how it rolls up and is great for travel.) "We also call this the Hurricane Evacuation Kit!" (You can say this if you live where you are effected by hurricanes!) "If you were to purchase something similar to this filled with products in a department store, or spa, the total would most likely be between \$800 to \$1,200 dollars. As a customer of mine you will get mailings throughout the year offering a gift with purchase, and be invited to any test panels and fun events to see the newest products first!"

"Now close your eyes." (Go right into the closet close.)

3. "Closet Close"

"Go into your closet, ignore the mess, and find a special outfit you can wear to New Year's Eve, or a wedding. Lay it out on the bed. Find the shoes, handbag, hosiery, jewelry, and all other accessories to make it complete. Now calculate the cost of your outfit, and when you have a ballpark figure you can open your eyes and look at me. Was anyone's outfit at least 100?" (Raise **your** hand!)

"How about 200...300...400...500? Okay, in the last 6 months how often have you worn that outfit?" (Ask each person by name how often.)

"I'm going to put prices in perspective for you. You spent a significant amount of money on something you have only worn once or twice in 6 months. **This** (put your arms around your roll-up bag and love on it!) **is something you get to wear EVERY SINGLE DAY on your face, the first thing people see when they see you!** You will use up each product, and when you are low my name and number is right on your product. You can either call me or shop on my website."

4. "The Scare!"

"Now I am going to scare you! "

(Lean forward, talk low and slow.)

"What you do today will reflect how cute you will be in 5, 10, 15 years from now. If you don't take time, time will take you! "

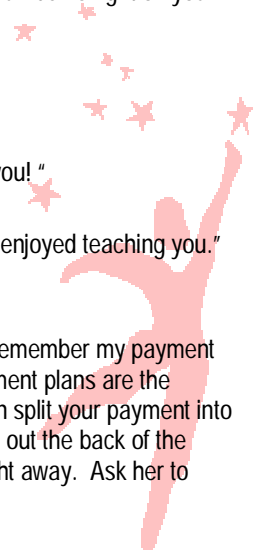
(Pause and look at each guest and smile!)

"I would like to thank each of you for your time and attention tonight and hope you had a great time, I know I did and I enjoyed teaching you."

(Step away from the table and start clapping...they will clap for you!)

▼ Payment Plans & passing out the tempting Travel Roll Up Bag

"Now I would like to talk with each of you individually, and help you with any questions you might have. Remember my payment plans that I explained in the beginning...I take check, cash, MasterCard, Visa and Discover. My two payment plans are the **Husband Unawareness Plan**, a little of each I just mentioned, **or my Hold and Fold Plan**, where you can split your payment into 3 different ways. We can talk about that at your individual consultation. Okay, take a few minutes, and fill out the back of the profile card." (Select who you want to talk with first...the most excited one, or the one who has to leave right away. Ask her to bring her Profile Card, Beauty Book, \$299/\$199 Placemat, and Roll Up Bag.)



5. Individual Consultations

Sit lower than them, and ask:

- ☺ Did you have fun?
- ☺ Do you like how your face feels?
- ☺ Did you learn anything?
- ☺ What questions do you have for me?

She may say, "I want the whole bag!" If so, say "Okay," and write it up.

If she doesn't say that, here's your response. "Great, so let's go through the items you wrote down, and make sure that I have everything you like added to the back of your profile card, ok?" (Write what she tells you, without prices listed, on the back of the profile card, not a sales slip.) (Suggestive sell staple items, like Mascara & Oil Free Eye Make Up Remover, when she pauses. Use words like: "Now how are you on _____?" "What about _____?" "Oh, one more thing, what did you think of this product _____?")

When she says something like "That's all I liked." two times, then say, "Great, do you mind if I put a pencil to this so I can make a great recommendation for you today?" Total it up, then remember to add in the \$40 value of the bag (When you total it, do so with a calculator, but you won't want to be fumbling around with the beauty book looking for prices - know your prices well enough, or have a cheat sheet visible for yourself.) Usually they are between the \$199 & the \$299 bag.

Example of what to say next, "Now, based on what we have here, I would recommend the \$299, because you have \$289 already selected here. So it would cost you only \$10 more, and you'd be able to select an extra \$113 in products for free." If she doesn't jump right on it, then say, "We can break that up, and do a few payments or something like that... really it's whatever works for you." (Don't assume she needs financing.)

You can easily do payment plans with her if you are at a profit level, if not, you'll need to get a minimum of 1/2 down in order to let the product leave. That way you can replace it immediately on your shelf. If you do payment plans then get all the payments in post-dated form (have her date the check for the day of the sale, and then circle the date to be cashed in the memo line of the check, or take a debit card number with dates to be debited.) If she doesn't have a checkbook or debit/credit card, then offer her a lay-away in which she can purchase a pocket at a time. (Collect her money.)

6. Booking Follow Up Appointment

(Have your date book ready for booking the second appt.)

"_____, since you are starting with the skin care, I really need to see you in 7 to 10 days to check your progress. That's how we are able to guarantee your products for you. So, which is better for you _____ or _____. When you share your appointment with a couple of friends, you can get _____ or _____ for free at your appointment. Which gift item would you rather have? Who do you have in mind?" (Refer back to her list of referrals for ideas for her) "I'll go ahead and give them a call, and ask them about their skin, like I did with you. I'll be sending you a postcard too." (Help her pick out colors for her second appointment using the Look Book...give this out after each individual consultation is done.) You can also offer her the opportunity to earn \$75 in product for \$25 when she shares her check-up appointment with 2 friends that are over 18. Then romance that offer by showing her the \$299 color rollup bag, and let her know that she could get the Brush Set or New Hot Color Compact almost for free.

7. Booking A "Q&A"

(Before finishing up with her.)

"_____, I just have one more question for you. Is there any reason why you wouldn't want to be entered in a \$250 Mary Kay shopping spree? You can do so just for hearing a little bit of information about what I do. I know this is probably nothing for you, but it'll enter you in the drawing, and help me with a challenge! Here's a little bit of information, and we can have our appt. either in person or by phone. It takes about 45 minutes, and you can get any additional set off of the \$199 bag set sheet for 1/2 price for scheduling it today." "I'd love to get your opinion of the information, and have you listen to this incredible CD (**Heart of the Matter** CD which is available at www.krystalshada.com), and wouldn't you agree that wise women make informed decisions? After looking through this material, and listening to the CD, I realize you will have some educated questions for me. I would love to meet you for a cup of coffee so I can answer your questions, and get the CD back. This CD is like gold to me, and I do have someone waiting to hear it, so I would love to meet up with you tomorrow or the next day. Which is better for you _____ or _____. What time do you do lunch, and what is close to you?" (Or invite her to your NEXT success meeting.)

"Can you please send in whoever is next?"

AT INDIVIDUAL CONSULTATIONS, YOUR GOAL IS TO:

- ☺ **SELL SETS**
- ☺ **GET AT LEAST TWO BOOKINGS**
- ☺ **SELECT AT LEAST 2 POTENTIAL TEAM MEMBERS**

ALWAYS WORK EVERY APPOINTMENT FULL CIRCLE!

