

Dorothy's Full Circle Close

Insert the Opening & Magic Page scripts that I have given you. These 2 sections, plus the closing dialogue to follow, will be important to MEMORIZE! (Only bother to do this if you want to make LOTS of money & have VERY successful skin care classes, however!) **The Opening & Closing remarks are when you are most nervous, & the Magic Page pre-empts all the buying objections, especially the one about "not breaking the basic"... sooo important! Our foundation is not sold separately, ladies! Make it your motto to "Break the payment, but not the Basic!"**

There are 3 Goals to be met (& in this order) in your closing:

- 1) How many sets can I sell? This will be today's income.
- 2) How many bookings can I get? This will be your next 2 week's income.
- 3) How many team building seeds can I plant? This will be your future!

Important: Set up your "office" on a nearby couch at the same time you set the table for your class. In one stack have these things: money bag with \$20 in change, extra sales tax, business cards & a calculator inside; Your date book (with dates & times you want to hold appointments highlighted), at least 3 Hostess packets & at least 3 Recruiting Packets. That way you'll trip over them before you forget to work the class "full circle"!

THE CLOSE: scripting is italicized - use a highlighter pen for easy memory work!

After the guests apply their lip color, say, "It's Compliment Time! Turn to your neighbor on each side of you, & tell her what you like most about her skin & glamour look!" Give them about 2 minutes, while you remove trays & trash from the table. (Leave at least one mirror handy). All the product literature that had been hidden under their trays + pens will now be at their fingertips.

THE TRANSITION: To break their conversation, clap your hands & say with a smile, "OK, usually at this point everyone wants to know 2 things, 'When can I have my Mary Kay?' & 'How much is it?'"

THE TABLE CLOSE: "You know, I was serious when I said before that if you love & want this product, I will bend over backward to help you find a way to get it! I take cash, checks, postdated checks, MC & Visa. You can even use the "Husband Unawareness Plan", which is a little bit on each! And for sharing your color consultation with 3 friends, you can even earn your product free! Could you get excited about up to \$100 in free Mary Kay gifts, plus a discount of up to 50% off? The hostess booklet will give you the details of our Girlfriend Time Plan, but first, let's go shopping! (as you bring the roll-up bag filled with your product sets into view)"

Have your customers refer to the set lists placemat, as you "romance each set". Mary Kay says, "It's the sizzle that sells the bacon!" Start with the largest Collections & work down to the Miracle Set, which is prepackaged & under each guests' chair. (If you have the inventory, prepackage an Ultimate Miracle set or even a complete Beauty Essentials Rollup for each guest! "Possession is 9/10 of the law" & your sales will SOAR!)

Then there is the set you hold in your hands...the Miracle Set. It includes the 3 Step Timewise skincare program, plus your Day/Night Solution, a great age-chasing value at \$102.. Your set will last you about 3 months if used consistently, **& the Company requires that I give you a second facial in about 10 days when you go on our skincare program.** I do have a number of women who start on this, & at their follow-up, they earn other products that they want free or at a discount. Isn't that smart? (nod & smile).

Here are the Beauty Books that detail everything we learned about today & a flyer that tells you how to earn a 50% off Shopping Spree with me at your Color appointment!

(Consultants, use whatever Hostess program you wish, just make sure it is fairly generous & well-explained. Platinum folders from the Office Stores make up a sharp looking Hostess or Recruiting Packet!)

KEY: HOW TO GET THEM AWAY FROM THE TABLE COMFORTABLY:

Ladies, do you remember the opinion poll I mentioned at the beginning of the class? You'll find it on the back of the Timewise specials sheet. Jane is going to serve some refreshments now, & I want to thank you for being so attentive...

You are all probably wanting to visit, & I'm ready to sit down, so I'm going to have Jane serve the refreshments here at the table. I have a little "Office" set up over on the sofa for our one-on-one consultations. There is truly no obligation to purchase, but I would love to have your opinion of our products & my presentation. Who is in the biggest hurry to go? Diane? Then I'll be glad to talk with you first. Then I'll take Mary, then Carol, & I'll finish with our hostess, Jane. Why don't you go ahead and fill out your opinion polls, & as soon as you're finished writing, Diane, just let me know...

(Keep an eye on Diane's writing as you begin to pack. As soon as she gets to the last question, say...) Finished, Diane? Great! Why don't you grab your paperwork & bag of products? I've got your profile card (as she rises, pat her on the back) & let's step into my office! (Sit down on the couch with her beside you. Maintain a warm, friendly & helpful attitude, making right eye contact. Try to position yourself at or below her eye level to put her at ease. Enclosed in this packet is a "cheat sheet" on green card stock to attach to the inside front cover of your date book, so you always have the Individual Close questions at your fingertips).

THE INDIVIDUAL CLOSE:

1. How did you enjoy the facial? You look terrific!
2. If Mary Kay were on your shelf, would you use it? Great...just what I wanted to hear!
3. Do you have any suggestions for how I could improve my presentation?
4. May I see your opinion poll? Thanks! (you may want to comment on some of her answers)
5. I see that if money were no object, you would take home the (indicate the set she checked) That's great, Diane, & I would love to help you find a way to get it! You know your situation a lot better than I do. Of all the "creative financing" options I suggested, which would be the best for you?" (then, HUSH! Do NOT talk until she does! The first one who talks here "buys it")

As you begin to write up the order, casual "suggestive selling" will increase your sales by 15%: "Diane, not to make you order more, but are you low on mascara, or were you wanting the compact to go with that crème foundation?...You said earlier that you needed an Eye Cream, should I go ahead & include that as well?"

BOOKING/COACHING CLASSES FROM CLASSES! (Memorize this) After the sale is made, if she has purchased at least the BASIC, open your datebook to next week & say WORD-FOR-WORD:

"Diane, we need to go ahead & set the date for your Color Consultation...which is better for you, next week or the next?"

If you have mentioned & built anticipation for the 2nd appointment 7-8 times during the facial, it's not a matter of "if" but "when" at this point. Assume the booking! Never say, "when would you like to get together?" Instead, continue offering choices until you agree on a date & time, then add... I'd love to present a Tower of Gifts & a discount to you that day, Jan, is there any reason why you wouldn't want to share your Color Consultation with a few friends? Great! "

At this point, complete the transaction. Then establish what type of class she wants to host, & what time you will arrive for her hostess makeover (I suggest 45 mins. before her guests). Next go over the booklet to coach her in how to have a successful class. Good coaching really helps in preventing postponements. For example: When covering the criteria, say "Holding the class on the original date is the easiest criteria to meet, Diane! The reason I give you credit for this is that I work by appointment only, just like the hairdresser & dentist. So, since I'm saving Thursday, March 4th in my date book for you, I'll be turning away others for that same time slot. If you must reschedule, can I count on you to let me know at least 3 days in advance, so I have time to fill that slot? Great! I love doing business with reliable people!" Fill

in her class date on page 2 of the booklet, & ask her to clip it on her fridge as a reminder. Her main job is to invite 10-12 guests with enthusiasm, then to get you the guests' names, numbers & best times to call by the date you mutually agree upon, so you can pre-profile skin types by phone. Give her a copy of "The Look" & encourage her to go for \$200 in outside orders, which she can track on the back of the booklet. Assure her that you will do the rest!

A BASIC = A BOOKING:

Know how to overcome the common booking objections from the Career Essentials Dialogues book. If she is unwilling to share her follow-up facial, it's still important from a customer service standpoint that you secure a booking for an individual consultation when she buys the \$49 basic! For good time management, simply respond with, "That's fine, Diane, I do my private appointments out of my home. Let me give you some directions." (You can always book others at this same time slot at your house) OR, invite her to be your next model at your local Success event or Monday night!

If she pays with a postdated check, you can almost always get a booking by inserting the question, "Diane, how would you like me to tear up this check you've just written? You would? And I would love to do it! Is there any reason why, when we get together for your Color Consultation..." (the idea is that with her hostess credit she would earn enough to tear up the check. Inside her tower boxes would be gift certificates in lieu of product gifts. She can always rewrite it for a smaller amount if her hostess credit doesn't cover it all)

IF SHE JUST CAN'T AFFORD THE BASIC (this should be music to your ears!):

"Diane, if I could help you get the Basic for little or no money, would you be interested?" Then just ENTHUSIASTICALLY go into booking the follow-up & stress inviting 10-12 NEW PEOPLE. Remember, "Number of faces; $\frac{1}{2}$ will hold!" applies to hostesses, too!

BE SURE TO ESTABLISH HOW YOUR NEW CUSTOMER WANTS TO BE SERVICED IN THE FUTURE BY HAVING HER FILL OUT THE QUESTIONS ON THE BACK OF THE PROFILE CARD!

SELL-BOOK-COACH-RECRUIT...in that order! Smart Consultants work full circle at their classes!!!

Finally, send the "Choices" motivational audio cassette/questionnaire home with the "sparkler" & all newly booked hostesses, offering her a gift for listening & giving you her opinion of it within 48 hours! Arrange follow-up...AND/ OR:

The following dialogue has worked about 80% of the time for me when I want to schedule an interview. It would be the last thing I say to a woman during the individual close. I only say it to those who have impressed me in some way (so it's sincere) & I don't stop talking until I have every word out:

Carol, **may I give you a compliment?** (she always says, sure!) I've had you on my mind, because I really think you would be **great** at doing what I do! **You're probably no more interested than I thought I was** 18 years ago, **but I wouldn't consider it a waste of time** to sit down over a Coke (or even on the phone) & tell you about what I do. If you like what you hear, I'd love to help you pursue it. And if you're still not interested at that point, that's fine, too. **Would you be open-minded enough to just listen?**

When she says, "yes", ask, which would be better for you, a telephone or "in person" appointment? Keep offering choices & book these interviews in close! It's exciting to meet a woman on Tuesday night at a class, interview her on Thursday, close her by phone on Friday & have her at training the following Monday night!

Note: Consultants with full inventories have more flexibility with cash flow, & therefore may want to offer a creative financing method I call the "Hold & Fold" method, that allows the customer to break her payment 2 or 3 times along paydays by "Positive Attitude" check or credit card. She would give you the 2 or 3 checks up front. On the back where you would endorse the check, write her pay date, such as "Hold 'til March 1" & "Hold 'til March 15". Then fold that check, & deposit it in your MK bank account on that date. By credit card, you write up 2 or 3 separate sales tix on the same card number but with successive dates that you will call in to authorize the charge. Either way you can go ahead & give your customer the

products, because you have the money. Let me encourage you to NEVER put yourself in the position of being a money collector with new customers, & ESPECIALLY with friends & family members!