

ONE ON ONE CLOSE

5 closing questions

1. Did you have fun tonight?
2. How does your face feel? Doesn't it feel great! (touch face)
3. Take her profile card & look at the back where she wrote her **“Wish List.”**

“I see if money were no object, you would start with the _____ set(s). Is that what you'd like to take home with you today?” (pause and let her answer) **If can't afford her wish list, “Let's talk about what you can afford...” No matter what, you want her to at least start with the Basic Skincare.**

“How would you like to take care of that, Visa, Mastercard, Discover, Cash or Check?”

*****AFTER** you have closed the sale, put the money away.

4. “_____, Let's go ahead and schedule a time for your follow up Appointment. “I do my appointments on _____ & _____, which is better for you?”

- Were you excited about getting your compact for free? Great! And, remember, you can also earn up to \$100 in FREE MK when your girlfriends join you. Isn't that great!!!
- What we are going to do is invite these girlfriends you wrote down. Is that good for you?
- Do you have their mailing addresses with you? No.
- This is what we're going to do, get your cell phone. I want to take a picture of you. Type this message in your phone under the picture:

“This is me with my new look! Thanks Mary Kay! Want one too? Then save the date for our girlfriend pampering session - Date & Time - I have a cute invite for you, what's your mailing address? Please reply now and you will go into a drawing for a free gift.”

Set the time in your datebook to call her in **two days** to get the addresses of those who did not respond immediately.

Send her back to the table to send to her girlfriends. Instruct her to write down addresses, when they reply, on her profile card.

If she says she does not want to have friends join her, schedule her for her follow up appointment at your weekly meeting.

5. Look at her “I’d Love Your Opinion Poll Sheet” If she circled a 10, “I see you put a 10! YAY! I’m so excited for you to join me!!”

Give her the agreement to fill out and ask her what she is most excited about!

If she circles a 1-4, but you are impressed with her, say: “With the proper training, could you ever see yourself doing what I did tonight? What questions or concerns do you have that I could answer to get you on my team?”

This is where you will get objections (*an objection is simply a question disguised*)

After you overcome each objection you say, “Is there any reason why we couldn’t get you started today?”

She may give another objection, answer it, then, “Is there any reason why we couldn’t get you started today.”

Once you have overcome all of her objections and she still doesn’t sign, send her home with the **FAST FUN FACTS** call & set the time in **24 hours** to 3 way follow up with your director and it will put her in the drawing for the **FREE** Coach Purse

If she circles a 6-9, “That’s a really high number, what was it about tonight that intrigued you to think about Mary Kay for yourself? (Find out her why)

Have the brochure that shows the CAREER PATH. KEEP IT SIMPLE

“Where could you see yourself, making extra money, earning a FREE car, or possibly becoming a Director?”

“What questions or concerns would you have about getting started **TODAY?**”

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OVERCOMING OBJECTIONS

1) I am just too busy!

Question: If I can teach you how to make \$200 a week working only 3 hours a week, could you find 3 hours? OR Ask her about her current schedule for a week and suggest some times maybe she could plug MK in to some slots. (sprinkle Mary Kay in to our everyday lives!)

2) I'm just not the sales type!

Question: Great! Would you believe that 90% of Mary Kay women aren't the sales type. We look for women that can simply teach other women how to feel better about themselves through skin care and makeup...or even by sharing this incredible opportunity and impacting their lives!

Would you agree that every woman buys skin care and makeup from somewhere? Why not buy the #1 best selling product from you. I believe now days, we don't get service like we should, and b/c you will provide a great service to your customers, they will even have another reason to buy from you!

***If you are concerned about being pushy,** would you agree that women wouldn't want to come back to us for more if we had that approach? I love providing great service to women!

3) I really need to talk to my family or husband!

Question: Great! What do you think your husband will say? Great...why don't we go ahead and fill out your agreement and if for some reason he has any questions, I will be more than happy to answer them, and then if he still says no, then we can tear up your agreement and you can remain a great hostess.

4) I don't know that many people!

Question: Do you know 1 person that could be a face for you? If I can teach you how to turn 1 person into all the other people you will ever need to know...would you be willing to learn?

5) I don't have the money!

Question: Do you have access to a credit card? OR If I can show you how to earn \$100 in 2 weeks, could you find someone that can help you get started?

6) Just not now...not a good time!

Question: If you were to do Mary Kay, what would be your reason? (find out their why and overcome the objection). If I promise to hold your hand and teach you how to do this, what would keep you from getting started today? Offer a signing bonus!

The key thing is once you have overcome the objection...don't stop there!

Ask: "Is there any reason why we can't get you started today?"