

# Doing a STRONG Individual Close



After the Rollup Bag Close you will want to meet with every guest to do an individual consultation. It should be conducted in a separate area from the area in which the skin care class took place. The individual consultation is extremely important and will make the difference between having a \$50 class and a \$500 class!

At the individual consultation, you should have your datebook, money bag, sales tickets, hostess packets, recruiting CDs, calculator and pen.

Ask who needs to leave right away and start with her. If no one needs to leave, just pick someone. They will not just come so ask someone to go first. Go back to the table to get the next person. Make sure she brings her profile card, set sheet and roll up bag when she meets with you for her consultation.

You will ask the following questions, word for word!

## **ICEBREAKER QUESTIONS**

1. *(Name), did you have a good time tonight?*
2. *How does your skin feel?*
3. *What part of the Miracle Set did you like best?*

## **SELL SETS**

1. *"Show me your 4 favorite sets!"* Customize the 4 sets she wrote on the back of her profile card.
2. *"This is our Princess Back which is a great value and saves you money. Is that what you would like to take home with you tonight?"*
3. \* If yes, start filling bag and ask *"Do you want to set up a payment plan or take care of it all today?"*
4. If no, *"OK, what would you like to start with today?"*

## **BOOK 2+ FOLLOW-UP APPOINTMENTS**

*"OK, for your follow-up appointment, I do my appointments on (state your preferred days), which is best for you?"* Then just stare at your datebook and wait. There might be an awkward silence. That's OK! Book her date, then turn the facial into a party!

## **TENTATIVE BOOKING APPROACH**

If she's unsure about the date or she wants to call you back, ask, *"What typically works better for you, week nights or weekends?"* Continue to give her options until you narrow it down to a tentative date. Or set up a time to call her the next day to pick a date.

## **COACHING & HOSTESS PROGRAM**

*"You can earn discounts and free product when you share your follow-up appointment with girlfriends...is there any reason why you wouldn't want to have a couple of friends attend your appointment with you? We'd have a blast!"*

When she says yes to bringing friends, explain your hostess program and begin to coach her.

*"For your party, I will do all the work! All I need from you is a list of girlfriends you want to invite with names, numbers and address (home or email)! You get free product (or a gift) for every 5 women over 18 attending your appointment. To get 5 to show up, you'll need to invite 15-20. I have really cute invitations I'll send to everyone on your list! Also, you get more free product when you have your guest list ready within the next 48 hours! Are email invitation or postcard invitations better? I'll need to confirm your appointment in 24 hours and at that time we can go over your guest list. When would be a good time to catch you tomorrow, afternoon or evening?"* Set up a time to call her the next day. When you have her on the phone the next day, don't forget to coach her on food and children!

If she doesn't want to share her follow-up appointment with friends, then say, *"I do my 1-on-1 facials at my workshop on Wed evenings or Sat mornings...which works best for you?"*

## **BOOK 2+ INTERVIEWS**

Check the back of the card to see if she wrote Yes/OK or No. If Yes/OK, say, *"Thank you so much for helping me with my goal of getting the opinion of 10 women about our business opportunity. It will be crucial that you call this hotline (or listen to the CD) before our chat and think of 3-5 questions for my Director. For the call, how does tomorrow work for you, or is the next day more what you're thinking?"*

If No, say, *"Girl, you don't want to help me with my goal?!?!?"* If she's open to helping you, book the interview.

## **BOOK 2+ GUESTS**

*"I would love for you to be in my Model Portfolio! We have workshops on Wed evenings and Sat mornings...what works better for you?"* Coach her on what to expect at the workshop and encourage her to bring friends!

*Call your director immediately and tell her about the prospects you selected to listen to the career opportunity. 937-290-6883.*