

CLASS CLOSING SCRIPT...brought to you by Stephanie de Gouveia

The following is the close I teach all of my consultants to use. It is important that you READ it instead of memorizing it. That way, you can say to your guests, "Wouldn't you agree that I basically just read everything? Couldn't you do that, too?" This close covers every thing - 1) selling sets, 2) booking follow-ups, and 3) booking interviews - the 3 goals of every Skin Care class.

Print this out and cut and tape it to your flip chart on the page with the customized sets OR tape it to a big index card. READ IT!! It will give you confidence that you don't forget anything and lets the guests see that if you can read, you can do Mary Kay! This close, if done right, will give you sales, bookings and interviews per class!!

Have your guests turn over their profile card and number 1-4. Then ask:

GROUP CLOSING QUESTIONS

1. If you could choose any set, which would you choose?
Choose from Page 14? OR MS (Miracle Set)? CC (Complete Collection)?
or IDIA (I Deserve it All)?
2. Which of these would you choose? This (product name)_____ FREE or up to \$75 of Mary Kay for only 25? (Product valued about \$25 or a Hostess gift.) Write _(product)_ or 75/25.
3. If I were to ask you to share your check-up facial with a few friends to get what you want in #2, would you do it?
Write YES or NO.
4. I also like to offer my customers the opportunity to hear how we make our money. If you will give me 15-30 minutes of your time over a cup of coffee or lunch, I will give you 50% off any one item in our catalog! It may or may not be for you, but

you don't know until you hear the facts. Intelligent women like yourselves don't make decisions without hearing the facts. If after you've listened and you feel Mary Kay is not for you, you may know of someone who this could be for. Referrals that are accepted by our Company are worth a \$25-\$50 shopping spree with me. Because I am going into management, I need to do 5 practice interviews per week. If you will allow me to practice on you, you can get that 50% off any one item as my thank you for your help. SO, please put down "YES", for "I'll have a practice interview with you" or "NO", I don't want to help you at all."

INDIVIDUAL CLOSE QUESTIONS

1. Did you have fun tonight?
2. Did you learn something new? What was it?
3. Take the back of your hand and feel your face.
(Demonstrate) How does your face look and feel? (After her answer, say, "Can you see why MK is the #1 Skin Care & Cosmetics Company in the U.S.?)
4. I know tonight was crazy, but if I could show you a special look just for you, what would you prefer, a look for your lips, cheeks, or eyes? (98% will say eyes)
5. I see you put that you'd like to have Set #___ (her answer to #1 on the back of the profile.) How would you like to pay for that, cash, check, M/C or Visa? (This is where she will give you objections.) Then say, "OK, (name) . You know your circumstances better than I do. Look these over (show her the Sets) and decide which one your budget will allow you to take home tonight."
6. (Answer #2-3) Let me tell you how to get that _____ FREE (explain Hostess Credit) or \$75 of Mary Kay for only 25. Which

is better for you, Tues. or Thurs.? 7 or 7:30? Book her for her check-up facial. Use the script to turn a facial into a class.

7. Book for Interview (answer #4) preferably within the next 24-48 hours by saying, "My Director wants me to do this interview tomorrow or the next day if possible. Which is better for you?" If she put NO, restate it's just for practice and you need her help.