

Work Full Circle

Three Closes Per Guest!

The object of holding a class is to sell, re-book and recruit. Wouldn't you agree? Learning the proper techniques is all there is to it. We are in sales, and there are certain sales techniques that are important for you to learn. Once you master these skills, you will successfully book, sell, and recruit!

There are a few things you want to always remember:

- You must always close individually and away from the makeover table. Trying to get their order while they are all still around the table will lower your sales.
- Arrive early so you can ask your hostess where a good place would be to meet with everyone individually after the class while she serves refreshments.
- Place all your closing materials in that room (normally the living room) so you're not even tempted to close around the table. Closing materials would be your datebook, sales tickets, calculator, Beauty Books, Hostess Packets and actual product to sell.
- Once you've done the group close (explaining how your sets come), it is now time to pull them away from the table and begin the first close with the guests.
- Always start with the most enthusiastic guest. Or it could be have been the one who listened the closest. You don't want to pull away the one who has been talking negative or says during the class something like, *I know I'm just getting a lipstick*. Who you pull from the table first will set the tone for the rest of your sales.
- After you have told them at your table close the cost of each set, say, *Your hostess has some wonderful refreshments for you, and while she is serving those I need to meet with each of you individually to make sure we have the right colors on the back of your profile and to also schedule a time for your check-up facial*.
- Select who you are going to start with. *So, Mary, why don't we start with you. If you'll bring your profile with you, we'll just go in here.*
- After you have finished, ask Mary to send in the next customer you want to close with until you have closed them all, ending with the Hostess.

Close #1

*Mary, did you have a good time? Smile and nod. How does your face feel? Give her a sincere compliment (Those colors look great on you!) Mary, you know your situation a whole lot better than I do. Would you prefer to start with the Complete Collection, The Miracle Set or the TimeWise Set today? It's up to you. Very important: break eye contact and **hush up**. In sales, when you ask for the close, you need to let them answer. The first one who talks – buys, so let her be the first.*

She will now either tell you which set she wants or give you an objection. Write up her sales ticket, bag her products and collect her money. Only after you have done all this are you ready for Close #2.

The easiest way to get bookings is to book from your classes. This way your customers are booking for you and bringing you new leads instead of you having to constantly get new ones from warm chatter. By becoming a master booker at your classes, your warm chatter contacts will be fill-ins or dovetails because you have too many other appointments on your books. Your datebook will remain full.



Close #2

Until this point your datebook has been off to the side. It is now time to place the datebook in your lap and open it to two weeks from that day. Look at your customer and say: Mary, what we need to do now is set up a time for your check-up facial. Would this same day two weeks from now work for you or would another day be better?

Again, wait for her answer or objection. If she says, *Oh, I'd rather not.* You say: *Mary, I can appreciate that, but it's very important that I get back with you in about two weeks to check your progress and make sure that the products are giving you the results you deserve. I also need to give you that new look from our Color Select Book I talked about in the class. Would this day or this day be better for you? Break eye contact and **hush up.***

Once you have her in your datebook it is now time to turn it into a class by saying: *You know, Mary, I have to know – if money were no object what would you have purchased tonight? If I could show you how to get those products for **free** would you be interested? Smile and nod. Well, when I get with you for your check-up facial, it's just as easy for me to do 2 or 3 as it is to do one, so if you'll just have a couple of friends over when I come like Suzie (the hostess) did tonight, that qualifies you for free product. You can have as many as 5, but you only need to have 2-3. Whichever you would rather do, but I'll help you get as much for free as possible. Sound good?*

This is the time you hand her the Hostess Packet and explain how she can earn points for free product. *I'm looking forward to working with you, Mary.*

Now it's time for Close #3.

Close #3

Mary, from our 5-Minute Marketing, I see that you were most interested or most impressed with (whatever she circled). I would love to share some more information with you about this opportunity because we are looking for sharp women like yourself in this area. It may or may not be for you and that's okay, I'd just really value your opinion. Is there any reason why we couldn't get together either tomorrow or the next day? Set the date.

In the meantime, here is a piece of literature that I think you'll enjoy. I'm looking forward to seeing you tomorrow, Mary.

Mary, when you go back in the kitchen, would you send Kate in here for me?

Now you are ready to go back to Close #1, #2 and #3 with each guest. Remember, you have 3 Goals at each class ... to Book, Sell & Recruit ... and in order to do that you have to have 3 Closes per guest.

Happy Book, Selling & Team Building!!!

