

GOOD "CLOSINGS" BEGIN WITH THE OPENING

Introduction: Introduce yourself "Good Evening! My name is _____. I really appreciate you all taking the time to join us tonight and try the #1 best selling brand of products in the U.S." "Has anyone here ever been to a Mary Kay class before? For those of you who have never tried MK before, you'll love the way we work our business. Before we begin let me tell you how Mary Kay is different from other cosmetic companies..."

- First, we have a **teaching approach** to skin care and color. I have found that many women don't take care of their skin or wear make-up because no one ever taught them how. So you are going to learn a lot today!
- Next is **Try before you buy**. How many of you have a drawer full of stuff you don't use because for some reason it didn't work for you? Today you will be able to touch, feel and see the products first!
- That leads me right into **100% satisfaction guarantee**. You can return a product at any time if you are not happy with it! Please don't hesitate to do that!
- **Convenience!** No more mall traffic! I will update you every season on what's hot and new. I will deliver your products right to you and offer samples of anything you would like to try or I think you would like! You can also shop with me on-line! All without leaving the comfort of your home.
- **Personalized attention.** I will sit with each one of you at the end of the class to answer any questions you may have. I will jot information down about you on your profile card so that I can service you the way you want to be serviced.

Tell your "I" story.... Why you started a Mary Kay business and YOUR "something more..."

THE TABLE CLOSE at the end of the class presentation: "You know, I was serious when I said before that if you love & want this product, I will bend over backwards to help you find a way to get it! I take cash, checks, postdated checks, MC, Visa & Discover cards. 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 free product!"

The Individual Close

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

- Invite reaction to the class.
- Summarize the importance of using skin care.
- Review products sets and prices.
- **Overcome Objectives** by referring to the 5 things from your opening that set us apart. Refer to *Career Essentials Conversations* booklet (pg. 25) for your responses.
- Complete the sales ticket.
- Schedule the Private Makeover session
- Invite her to next Mary Kay event.
- Offer the opportunity to a guest who stands out for some reason. Be sincere.

"Thanks so much for joining us tonight. Did you learn anything new? What did you think of the Miracle Set? Would you like to take it home with you tonight?"

Offer different payment plans if needed. "Did you enjoy the Satin Hands and bronzing beads? If you are interested in getting a group of your friends together, you could get one or both of those items free." Or could you get excited about \$75 in Mary Kay products for only \$25 at your Color Consultation?

"Thanks again, _____. I will contact you in two days to get your guest list for your class."

OR "Thanks again, _____. I will contact you in a week to check on the progress of your new Mary Kay prod-

OR "Thanks for joining us tonight. I hope you learned something new. I really enjoyed meeting you."

"Thanks again, I look forward to our appointment on _____ to share more information about Mary Kay cosmetics."

"Carol, may I pay you a compliment? (she always says, sure!) You are so good with people (or whatever characteristic you are drawn to) and I'd really love to talk to you about what I do!! **You probably think you would be no more interested than I thought I was** (18) years ago (or ever how long it has been for you), **but I wouldn't consider it a waste of time** to sit down over a Coke to tell you about what I do. It wouldn't obligate either one of us to anything! 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?"**