

Closing the Skin Care Class

Table Close

1. After you complete the lipstick step, say “It’s compliment time.” Go around the table finishing with your hostess. Ask class members to say what they like about the looks the others are wearing. When each person is complete, ask her how her skin feels and tell her what you could see doing at her advanced glamour. This is important, as it takes them back to basic skin care and also promotes the second appointment.
2. Say “You all look great! Usually at this point, people have three questions for me: When can I get it? How can I pay for it? And how much is it? We’ll, I have most of my product with me tonight so you can leave with your products in-hand. I take Visa, Mastercard, cash, check and I also offer a payment plan and “husband unawareness program.” And, I usually talk about “how much” by showing some sets that I find my clients like to begin with.” (Describe your sets using the set sheet with the rollup. Don’t say “dollars.” It’s classier to just use numbers.)
3. After you show the sets, lay your rollup on the table and say, “think about an outfit you bought for a special occasion. How much did that cost? And how many times have you worn it in the last six months? How much do you wear your skin? You can see the value in a solid skin care and glamour program like Mary Kay that make you look and feel great every day. As women, we can change our hair, weight, wardrobe, eye color, but we can’t change our skin. That’s why a proven skin care system like Mary Kay is so important. It’s how your skin will look 15 years from now.”
4. Ask if there are questions. Then say, “I’m going to record your wish list in your LOOK book for you when we meet individually. Sue, why don’t you come with me and we’ll get started.”

(Take your tote, date book, sales tickets and calculator with you)

Individual close

(Lay the tote out in front of her and position yourself lower than the customer, either by sitting on the floor, or scrunching down. Remember, you’re simply helping her get what she wants at this point. Relax.)

1. Jane, I really enjoyed working with you tonight. Did you have fun? (nod head yes, smile and look in her right eye.)
2. Great. Tell me, what would you like to learn at your next session? (write that on her profile) Say “Now we just need to pick a date for that appointment. Does earlier or later in the week work better for you? 7 or 7:30?” Give her your business card with the date and time on it.
3. “Jane, if it dropped into your bathroom for free, what would be your heart’s desire? Is that comfortable for you tonight?” BE QUIET! Whoever talks now takes the product home. If she says “no, that’s not comfortable” then ask what she had in mind for herself tonight and write up the sale.
4. Whatever she says, respond with “Great. And anything else?” Do this until she says that’s it.
5. Ask how she would like to handle payment.
6. Now, turn her appointment into a class by saying, “Jane, I noticed that there were a couple of sets on your wish list that you aren’t taking home. Since I’m coming on the 12th anyway, let me give you this guest list. If you return this list of people you’d like to join us, I’ll send the invitations for you.”
7. Finish the close with: “Jane, have you ever thought about working for yourself doing what I do? (she says no). Great. I am always looking for sharp talent scouts and you may know someone who would be great as a Mary Kay consultant. I’d love to share my “talent scout” facts with you. Is there any reason why you couldn’t listen –just for the information? I’ll make it quick and I have a free gift for you..
8. Get her product and deliver it (or explain when it will arrive) with a smile and warm thank you!