

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 what's 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 down with each of you individually at the end of the class to answer any questions you may have. I will record your wish list on your profile card so that we can work together to be sure you get all the Mary Kay products you want.

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, post-dated checks, MC, Visa & Discover cards. OR... for sharing your Personal Makeover consultation with 2-3 friends, you could earn your favorite products for FREE!!

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.
- Complete the sales ticket.
- Schedule her Online Beauty Profiler Makeover appointment.
- 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 Satin Lips?"
 "If you gather 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 \$35 at your Color Consultation?*
 Set up a date for the class or offer to schedule a time to get together and do her colors.

"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 products."

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

"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** when I first heard about it, **but I wouldn't consider it a waste of time** to sit down over a Coke or cup of coffee 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?"**

MEMORIZE THIS SCRIPT!

"Thank you so much. I look forward to our appointment on _____ to share more information about Mary Kay cosmetics."