

Perfecting your Party Close

Emily Franks, Independent Senior Sales Director

After you have done the Skin Care Class, Fabulous Referral Game, Foundation Matching, and a fun Marketing Game of your choice.

Table Close (Set Sheet)

I taped this part into my Flip Chart

I have two things I can offer you today. The first thing is the opportunity to start living your best life, and by that I mean starting your own Mary Kay business - or side "hustle" of you will. I don't know where it will take you, but I do know that it is the opportunity of a lifetime and can offer you freedom, flexibility, or even a new confidence you have never experienced before. Just think of how \$100 could change your life!

At the beginning I mentioned that you were going to have the opportunity to take home anything you fell in love with and by now you ladies know I like discounts and free stuff so I am going to pass out these Set Sheets and show you everyone's favorite sets and the money you can save tonight!

The first set on here is the Ultimate 3D Miracle Set. This is the most popular and everyone's favorite. It retails for 165 and will take you about 4-6 months to use all that up. The best part about it is that you save \$18 when you buy it as a set versus individually!

The second set is the Timewise Miracle Set 3D without the Microderm supplement. It retails for 110 and you save \$14 when you buy the set versus individually.

For anyone who is looking to improve the look of mature skin or damage that has already occurred, I recommend the Timewise Repair Set. It retails for 205 and you save \$36 when you buy it as a set versus individually.

** Today only, with the purchase of the Ultimate Miracle Set 3D, Miracle Set 3D, or Timewise Repair, you are going to get an Oil Free Make Up Remover for FREE! (or half price charcoal mask or whatever you want to give)!

A few other fun sets women love is the Satin Hands and Satin Lips Sets or the Multi-Masking Set which features our award-winning Charcoal Mask. They make really great gifts!

I am like Target but way cooler. I accept cash, check, card and even the Vegas Plan (a little here, a little there, no one knows what went down - meaning you can use a little bit of each)! See, way cooler than Target!

Next, ask your guests to flip over their customer profile card and on the back in the pink box, number 1-5 then ask them these questions!

Closing Questions

I taped this part into my Flip Chart

1. Did you have fun?
2. I promised you a 2nd Date with me, so for #2 you can write if you would like to do “Selfie” or share with “Fun Friends”
 - Selfie means that the guest would come back to your weekly success meeting or come to your home by herself
 - Fun Friends means your guest is willing to share her 2nd date with 3+ FUN friends (then explain your hostess plan)
3. If money were no object, which which sets would you most like to take home with you?
4. Which Set or Sets are you the most comfortable taking home with you?
5. I shared some info about the business opportunity. I find there are 3 types of people, which do you think describes you the most?
 - A) Absolutely! Sign me up! I have nothing to lose and everything to gain!
 - B) Buy me coffee! I am intrigued but have questions!
 - C) I love being a spoiled rotten customer and would love an invite to another event!

After you have completed all of these questions, it is time for the individual close. (Nobody gets their Swag Bag until they do the individual close with you 😊)

Pick out the guest who was the MOST excited throughout the party and ask her to come with you to get her Swag Bag first. Ask her to bring the closing sheet and her customer profile card. Sit down with her and ask:

Individual Consultation

****I follow the questions in the Flip Chart****

1. Did you have fun?
2. How does your face feel? (TIP: Touch your face when you ask this question because it will prompt her to do the same thing)
3. What is the biggest difference you noticed in your skin?
4. Then grab her Customer Profile Card and go through the questions you asked during the Table Close!
 - For your 2nd Date, do you prefer to do “Selfie” or share with “Fun Friends”?
SCHEDULE THE APPOINTMENT ON THE SPOT EVEN IF IT IS TENTATIVE!
 - Of the products you tried today, which ones would you like to take home with you? **PREPARE HER ORDER!**
 - If she is not able to take anything home with her that day because of finances, remind her of your Hostess Program!
 - Ask her “Could you ever see yourself doing something like Mary Kay?”

If she needs more information to make a decision...

HOW TO ASK SOMEONE TO DO A CAREER SURVEY WITH YOU

I have a huge goal in my business to promote myself into a leadership position in my business and I have been challenged by my Sales Director to find 5 of the sharpest women to do a career survey with me by the end of this week and I think you are really sharp. You even get a free eye shadow for helping me with my goal! What do you say?

Great! So basically it's a 3-way call hear some fun facts about the MK business opportunity. It's super simple and only takes about 20 minutes, and she can also answer any questions you have! It's a win-win for both of us! Does during the day or in the evening work better?

Tips for Success

- Make sure you have your money bag, calculator, order slips, a pen, your planner/datebook and a SMILE when you meet with your guests for the individual close
- Vox Emily a picture of the Tell Us What You Think forms!
- Make sure to BOOK her right there for her 2nd Date and Sharing Call! If she says she needs to check her schedule, let her know that your datebook fills up SUPER fast and you would like to get her down TENTATIVELY for her 2nd date and if the date needs to be changed, that is OK! The sooner you see them the better because they will still be excited about the products! Remember to give her TWO options at a time (Thursday at 6:30 or Saturday at 10am) If she walks out the door, your chances of scheduling a 2nd Date with her decrease significantly!
- Book anybody who seems interested in the opportunity for a sharing call or coffee date within the next 24-48 hours! That way everything will still be fresh in their mind and they will still be excited!
- If you can't remember all of these questions, print them off and keep them in the pocket of your beauty coat to read off of until you get comfortable with them! No one will notice that you are reading because they are either looking at themselves in the mirror or writing down the answer to the questions you are asking!
- Make this script YOUR own! Everyone has a different style and different way of doing things so don't be afraid to spice it up a bit based on your unique personality!