

# ~Skills~

## Tips to Working Full Circle

\* BOOK-SELL-COACH-RECRUIT \*

### BOOK

- Scripts work!
- Print the Conversations Booklet from the Full Circle Success link on LearnMK. READ IT. Put stickies as tabs so you can have a quick-reference to the script you're needing. Keep it accessible.
- Keep 10 retail selling appointments on your books at all times.

### COACH

- After you've made a booking send her a postcard right away telling her that you're looking forward to pampering her at her appointment on (day/date) at (time) at (place). Tell her you'll call her a couple days beforehand to get/give directions. If she's booked a class remind her that you'll call her in a couple days to get the list of the guests she's invited, so that you can find out their skin care needs and have the supplies ready for them. Thank her.
- Call a hostess 24-48 hours after the booking to get the names and numbers of who she's invited.
- Call the guests a couple days before the appointment to Preprofile (use the pink Profile card). You MUST preprofile if you want them to come. This is your opportunity to "bond" with the guests and get them excited to come. They will need to know what's in it for them... Call the hostess and let her know that you've contacted her guests and that they, and you, are looking forward to the appointment!

### SELL FULL CIRCLE

- Before the class be thinking of what you'll book the hostess for next. Have a couple options in mind.
- During the class - I-Story (and remember to very casually interject about the MK opportunity throughout the appt., thank you for coming, tonight in three parts (skin care w/perfect foundation, little bit of glamour and an individual consultation). let them know that you break this first appointment with you into two. Explain why (Information overload!). Speak of "next time" throughout the class, assume it and make it "no big deal". Acknowledge their skin/glamour needs/concerns to them from their Profile Card - writing down any new comments/wishes, etc. in front of them on the back of the card. Remember - the first appointment is the Eye Makeup Remover, Miracle Set through foundation, powder, mascara and a Classic Look Card ONLY. (I use yellow concealer under the foundation on dark circles because I think it makes the face look better - but that's a personal decision.) Don't spend time on the glamour - give it to them to play with while you "clean up", or invite them to take it home with them. Remind them you'll go over all the makeup tips specific to her eyes, lips, etc. next time. They LOVE that personalization!

(CONT.)

## SELL FULL CIRCLE, cont.

- Table close - no obligation, try before you buy, 100% lifetime guarantee, show sets in Beauty Book/Roll-Up, tonight's gift-with-purchase & specials (it's best to offer three choices - they'll usually buy the middle option).

## CLOSE FULL CIRCLE

- Individual close - this is CRITICAL! Move yourself into a different area. Have your calculator, sales slips, hostess flyer/packet, recruiting packet and a copy of your specials for the night.
- Let her sit at the head of the table or somehow get lower than her. Your goal is to make her feel comfortable .
- Sincerely ask her if she had fun and how her face feels (touch your face with the back of your hand - she'll do it too!) SMILE ! Go over the backside of the Profile Card, which she completed after the foundation and before the powder.
- Pull out your Specials/Sets Sheet and put it on the table in front of her. Look at it! Ask her what she'd like to take home today.
- **SELL** - Fill out the sales slip. Be quiet as you're filling it out and don't be too quick in totaling it up - she's often thinking and will add on. If she's close to the gift-with-purchase remind her. Ask if she'd like a compact, if applicable. (I have one of each compact in a basket with me where I close to show). Total the ticket and get the payment.
- **BOOK** - Pull out your date book and ask her if days or nights are better for her next appointment. If she doesn't have her date book, book a "tentative" date in your book in pencil, letting her know that your schedule fills up fast and you don't want her to have to wait too long (remember, then, that you'll need to follow up to confirm the date). Write the date on her copy of her sales ticket.
- **BOOK/COACH** - Let her know of the special you have right now if she would like to share her next appointment with friends. Tell her it's fun, it's free of course and you'll get free products. Again, make it "no big deal" and super easy. ASSUME she'll want to do this and that it IS in her best interest. Who could turn down FUN and FREE?
- **RECRUIT** - Finally, let her know about the promotion going on in your Unit right now (Ex: "We've got a promotion home!).
- Fill the order, get her the Hostess Packet and the Recruiting Packet. Put them in the bag. Give her the bag and tell her you put some information in the bag for her. Look her in the eyes and thank her from the bottom of your going on right now for a free lipstick or lipgloss when you listen to how we make our money in Mary Kay. Sound good?) Again, let her feel like it's no big deal, easy, why not, etc. ASSUME that she'll want to - who wouldn't? Ask her if she'd prefer over the phone or over coffee. Get a couple dates/times that would work for her (and remember to book your Director when you get heart!

(cont.)

## 2 + 2 + 2

- **2 DAYS** - Call your guests to thank them for coming, tell them it's an honor to be their Consultant and that you're looking forward to your next time together on (date) at (time) at (location). DO YOU SEE HOW WE'VE COME FULL CIRCLE FROM WHERE WE STARTED? This is where you can salvage anything you forgot at your class - such as the next appointment, the Listen for a Lipstick, etc. (You could also opt to send a note, but this should be sent the day of or after the appointment so they receive it two days later.)
- **2 WEEKS** - Follow up with ALL orders (from classes, facials, reorders, etc.) two weeks after the sale. This is generally when you'd have the follow-up appointment. But if not, you will want to call or email them to be sure they're loving their products, and to check on how they liked any samples you gave them.
- **2 MONTHS** - Follow up on their products. Are they going to be running out of anything in the before you call them again in two month? Would they like their order for free? Tell them how! Brainstorm and problem solve! Hostess, Silent Hostess, Web Show, guest Before & After Model at your meeting, etc.
- Record to contact two months later, etc.  $2+2=2!$