

Power Close Tips

If your class sales are lower than you want, it's almost always the CLOSING that needs sharpening!!!

Thanks to Beth Piland!

When I close at a skin care class or facial, I do the following:

I do compliment time. Each guest gives the other guest one compliment about her make-over and all the person that is getting complimented can do is say thank-you.

Next, I romance the black bag. It is filled with all the sets as shown in the back of the beauty book. I tell them that it's value is \$XXX, but b/c they have come to the party to help their hostess, they get it at discount for \$XXX plus tax.

Then I ask them to turn their skin profile card over and number 1-4, just like they were fixing to take a spelling test.

Questions:

1. If money were no object, would you want the Cadillac/I-deserve-it-ALL bag? Answer yes or no.
2. Would they prefer \$100 of MK for \$35, or a nice glamour brush set or (for jewels, a Bahama cruise)? they write 100 for 35 or brush set or (Cruise).
3. Would you be willing to get 3 or 4 of your girlfriends together and do what we've done tonight to get what you want in question #2? Answer yes or no.
4. Intelligent women like yourselves don't make decisions without hearing all the facts. If you will agree to do a practice interview with me (or consultants could say my director) I will give you any one item out of my catalog at half-price. This may be for you or it may not be. Referrals that are accepted by our company are worth a \$25 shopping spree with me. So please put down "yes," you will do a practice interview with me, or "no," you won't help me at all. (I drop my head and say it pitiful and make a joke out of it, they laugh.)

I have used it for years and I won't change it because it works.

Thanks Senior Director Julie Potts for the following input!

I agree. I'm sharing so that you can see how effective this type close is for other units too. We just have the 3 question close on the back. But basically the same questions... book-sell-recruit!!

These type questions will help your individual close go faster because you are looking at the answers to the questions instead of re-asking. She is writing the answers without looking at you and feeling pressured to say what she thinks you want her to say.

Then to close her individually, you bring them one-by-one into another room...try to sit below her eye-level or on the floor if you can. Ask these simple questions...as MK told us...to get her in the "yes-mode"

1. Did you have fun?
2. Do you like how your face feels?
3. What would you like to learn about at your second appointment?
4. Your answer states that you'd like to share it with friends so let's go ahead and book a tentative time. (don't cover hostess credit yet-just book it) With friends you have written on the back of the card is day or evening going to be better for you and most of the?
5. If money wasn't an issue, you wrote that you would love the Cadillac-I-want-it-all bag? Do you want to splurge and get it all or start with one of the other sets like the Goddess? What ever you decide is fine with me?
6. And the last question is about recruiting and interviewing for your practice...set up a time to meet or do a 3way call with me!! Send her home with a PMS (popcorn-move-survey) or Choc Survey bag.

If you know what you are going to say and do then you will talk with more confidence... when we stammer and tumble over our words it leaves her with the impression that you don't really believe what you are saying and doesn't give her buying confidence to spend \$300 with you!! Put on cue cards and drop in your purse to practice every chance you get!!

After having completed my third national court of sales, after just having moved to Atlanta last year... this is how I have closed my appointments for the past 12 years. The first 2 years I tried to recreate the wheel and do it my way... my sales average was very low! I was driving a free car by 18 months but I had to do a lot of appts to sell my \$300+ a week... this close was taught by Mary Kay and the other top NSD's... try it during your POWER MONTH of 30 faces in 30 days and you will average \$100 a face... that's \$1500 in your pocket this month...

NEED THE EXTRA CASH WITH SCHOOL STARTING OR SUMMER VACATIONS???
IT'S UP TO YOU!!!