Closing Your Guests After The Party

The key is you always need to do a private one-on-one consultation with each of your guests. Sitting with several around a table will never work in your favor and women do not want to be put on the spot in front of other women while they make Skincare purchases.

So always PULL ONE guest aside by asking, "Okay, now we have opinion time. At Mary Kay, we love to get your opinion of what you used that you totally loved. So, I'll just sit with you each individually to get your feedback. Who is ready to go first or who has to leave first? Okay Jessica, we can meet over here at this couch and just bring all your paper documents with you."

And NOW….This is the simple script that will work wonders for your business!

So I use these 4 questions:
1-Did you have fun today?

2-How does your skin feel? (touch your face, so they do too and remind themselves how awesome it feels)

3-I want to hear your opinion of what you tried and loved today. I'm just gonna write down your opinion. So shout it out for me girl. Which of the sets that you tried today did you love? I want to hear your opinion.
(Takes the pressure off sales and reminds them to speak about what they love, as we write down on back of profile card to reinforce that they love MK)

4- GREAT! Which of the SETS that you tried today did you want to take home with you?

(Be Radio Silent and Look Down)
Ok great... What else?
What else? Awesome!
What else?
Keep going until they say, "Thats it!"
If they get a free roll up bag ask them "What are you going to name it?" Make it fun for them like a big deal.
"Thank you for supporting a woman in business it means the world to me. Did you want to pay cash, check or credit?"

If she says well I don't really have any money…say:
"Well, which set would be most important for you tonight?"
She replies. You say, "Okay great! I have a payment plan option where you can pay half now plus tax and the other half next payday so whether that is next week or two weeks away I will totally work with you girl. Would that be helpful?"