

INDIVIDUAL CONSULTATION

1. Did you have fun today? (Smile and Nod)
2. Doesn't your face feel great? (Feel your face, smile and nod)
3. What would you like to learn at your custom color appointment that you didn't get to do today?

BOOK APPOINTMENT

4. Let's set that up now. Date _____

CLOSE THE SALE

5. I see if money were no object, you would like to start with the _____ set. Is that comfortable for you today? (be silent and wait) If she says no, drop down to the next 2 sets and say, "Would the _____ set or _____ set be more what you had in mind? It really doesn't matter to me, whatever you decide is fine." (be silent and wait again). She will usually pick one or tell you where she would like to start.
6. Write up the sale.

TURN APPOINTMENT INTO CLASS

7. You know _____, it would be easy for you to earn some of the other products you are interested in FREE! When we have your custom color appointment, why not share it with just a few friends? I would really enjoy having you as a hostess! I think you would be great! (be silent and wait)

COACH IT!

8. Review Hostess Packet and COACH, COACH, COACH!
9. Now _____, I'll be calling you in two days to see how the products are working for you. What time is best to call? Good! I'll also be asking for your guest list when I call, remember you get an extra gift if you have it ready!

SCHEDULE AN INTERVIEW

10. _____, I have really enjoyed spending time with you today. You know, you are the kind of person I enjoy working with! I couldn't help but notice _____ (how well you work with people, how knowledgeable you are about cosmetics, how much you love the product, something you genuinely liked about her). I realize Mary Kay may not be for you and that's really okay, but I would love to get together with you over a cup of coffee and just get your opinion of the Mary Kay career. Is there any reason why we couldn't get together in the next couple of days? (be silent and wait for her answer)

OR

GIVE HER CAREER TAPE

11. _____, I have really enjoyed spending time with you today. You know, you are the kind of person I enjoy working with! I couldn't help but notice _____ (how well you work with people, how knowledgeable you are about cosmetics, etc.) I realize Mary Kay may not be for you, and that's really okay, but I would love your honest opinion of this short tape. Is there any reason why you wouldn't take a few minutes to listen and complete the survey? I'll even have a free gift for you as a thank you if you listen in the next two days!