

Allow 40 minutes for the class and less than 1 hour for the individual consultation (5-8 minutes MAX per person)

SELECT THE SPARKLER (the most excited or the one who has to leave first). *Put your hand gently on her far shoulder as you ask her to come with you. Take her with you. Tell the Hostess to get the snacks & then you'll go back and get the other guests one by one.*

INDIVIDUAL CONSULTATION – THE MOST IMPORTANT PART

PRACTICE & MEMORIZE!

IF THIS IS STRONG –

- **YOU WILL HAVE HIGH SALES**
- **LOTS OF FUTURE APPOINTMENTS**
- **NEW TEAM MEMBERS!**

IF WEAK, THE OPPOSITE WILL BE TRUE – IT'S UP TO YOU!!

1) SELL THE PRODUCT

Study 'Working through Objections'.

_____, did you have a good time? Do you like the way your face feels?

What was your favorite set? (Nod & smile – give her a sincere compliment about how her **SKIN** looks **NOT ABOUT HER LIPSTICK!**)

Do you have any questions you want to ask? (*Ask for her forms– make a comment or two about her opinion before noticing which sets she prefers.*)

_____, I see that if money were not a problem you would like to have (*Whatever sets she has marked*). **Is that comfortable for you tonight?**

(*Yes – write it up & continue by scheduling the next appt.*) (*If she says no money:*)

You know, I was serious when I said I would bend over backwards to help you find a way to get it. Of all the creative financing options I mentioned, which could work for you?

If she needs help remembering her options:

Do you remember that I said we take Visa/MC or Discover, is that an option for you?

(*No*) **Well, do you have a checking account? Great! Here's what we can do. We can divide what you want into payments – they're interest free!**

(Show her what the payments would be & work it out...if she can't do all the sets she wants, try the next down, help her get at least the Basic.) **YOU CAN SEND THE PRODUCTS HOME WITH HER ONLY IF SHE GIVES YOU THE CHECKS – 1/3 TONIGHT & 1/3 every other Friday IS LAY AWAY and the product stays with YOU until it's paid for! DO NOT GIVE IT TO HER –YOU DON'T WANT TO 'CHASE' YOUR MONEY!** *You do not have to offer payment plans. It is your choice. Never send product home with a customer unless you have the money or the postdated checks. Date all checks today—pencil in when you want the 2nd-4th cashed according to your pay days. Have her go back to the table to write her checks so you can get started with the next guest.*

Write it up. (Selecting product colors – if she purchased the Color Set – find the look on one of the Look models that she would like to try. You should have each “make up design” prepackaged so it’s easy to give her one – she can switch anything she wants at her Private Makeover Session.)
You do **NOT** need another appointment to select colors when you’re prepared.

2) SCHEDULE the NEXT APPOINTMENT

This is MOST IMPORTANT to keep your business going!

Now, _____, I will need to see you within the next 7-10 days for your Customized Color Makeover & to make sure you are getting the results from your product that I promised. Today is _____, is that usually a good day for you? How about next week at the same time? (or give her 2 choices – beginning of the week or end, Thurs. or Sat.? Get it written in the date book – then say) You know, _____, you are eligible for up to \$100 in FREE products when you share your make-over with some girl friends who do not already have a Consultant. Plus, it would be a lot more fun for you and you’d be helping me with my contest of 30 faces BIG TIME! Who do you know that you could invite? Who did you write down on the back of your card? You could invite them. (If she does not wish to share her appointment, change her date to a pre-selected date when you do rechecks at your house for ALL who choose not to share or bring her for a recheck before the meeting – SAVE CLASS NIGHTS FOR CLASSES!)

COACH (Preliminary coaching)

Hand her a hostess packet

This is some info to help you have an awesome class! _____, this is my business & you can count on me. Is there anything you can see that would prevent you from holding this appointment? I know your word is your bond & mine is also. Promise me you’ll read this information. My goal is for you to get more out of this than you put into it & for you to get the most in free product.

_____, tell me when would be the best time tomorrow so I can call you & we’ll go over all the ways we can make this appointment as fun & successful as possible.

Be thinking about what you want for FREE! If you’ve invited your friends by the time I call, I’ll have a free eye shadow for you.

3) BUILD YOUR TEAM *Step 3 of the 4 pt. Recruiting Plan – Select*

Before you go, may I give you a compliment? (smile)

I've been really impressed with you tonight, & I think you would be great at doing what I do. You're probably no more interested in it than I thought I was ____ ago. But even so, I wouldn't consider it a waste of time to sit down over a Coke & tell you about what I do. If you like what you hear, I'd love to help you pursue it. If you're still not interested after we talk, that's fine too. Would you be open minded enough to just listen?

Great! Which is better for you, lunch hour or right after work?

(Keep giving choices until an agreed upon time, preferably within 48 hrs.)

I'll tell you what, I have a very motivational recording I can send with you to entertain you in the mean time...if you get a chance to listen to it before we get together, I'll have a free lip-gloss for you! Do you have a CD player in your car, or would you rather me just give you a hotline # where you can listen to it from home, too? Great! I promise you'll enjoy it! I've had several women return it to me & say, "*I don't want to sell Mary Kay, but I listened to this four times! It was awesome!*"

Based on her answer, hand her either the CD or lip-gloss label with the respective feedback form.

Talk more to your hostess, leave information and invite her to your next Success Meeting or set up an interview.

Call your Director the next day and tell her about the women in attendance.

ALWAYS FOLLOW UP within 24 hours!!!