

The power of a strong Beauty consultant



Class 3

- ◆ Opening and Closing Skin Care Class with Flip-Chart
 - ◆ 4 Point Recruiting Plan
- ◆ Presenting the Marketing Plan and Inviting Guests
 - ◆ The 85 Second Individual Close

85 second individual close



Closing the Sale

“_____ (name), were you as excited about how good you looked in that mirror as much as I believe you were? You know your situation a whole lot better than I do... it's up to you, I'll work with you either way. Would you rather splurge for the extra touch of class that comes with your Mary Kay Beauty Essentials Collection, your Miracle Set or would you feel better just starting with our TimeWise Skin Care Set? Whichever you would rather do will certainly be fine with me.” *(Look down and be quiet for 4 seconds)*



Booking the Follow Up Appointment

“_____ (name), were you as enthused about all that hostesses can earn for having a class in the next 10-14 days as much as I believe you were? Some guest get so excited that they book 2 classes to win twice as much! You're the boss, would you rather go all out, have 2 classes so that you can earn twice as much, or is just 1 really more what you had in mind tonight? Either way will be fine with me.” *(Look down at date book)*



Sharing the Opportunity

“_____ (name), there's just one more thing I'd like to say because I believe it, I believe that you could be good in Mary Kay. I really do!” *(Soft voice, touch her hand)* “With Proper training, don't you believe that you could do most everything you just saw me do?” *(Nod Yes)* “It only takes about 20 minutes for me to share with you how easy it is to get started in Mary Kay and how simple it can be for me to help you earn \$800, \$1,000, \$1,200 cash your first 30 days. Would an extra \$1,000—\$1,500 extra cash part-time be helpful right now? My schedule is a little tight, could you stay for a few minutes after the class, or would tomorrow really be better for you? Whichever would be easier for you will certainly be fine with me.” *(Look Down)*



It's In The Bag

The main idea is to put little items in a bag that each represent a topic for marketing (or reason for doing Mary Kay). Pass the bag around, having each guest take out an item, until all the items are gone. (In a small class each guest may have 2 or 3 items.) Then go around the table and have each guest try to guess what her item represents in Mary Kay.

Each correct guess wins a ticket(s). If she cannot guess it, another guest may have the opportunity to guess it.

****Below are topics (reasons) and examples of items that can be used.****

car



Small toy cars, laminated cutouts of the Grand Am from the company postcard, a set of keys

money



A copy of your recent paycheck or your Director's recent paycheck, a small piggy bank, a (fake)

Flexibility



Small plastic watch, a picture of your family with a rubber band around it, an hourglass

Tax Benefits



A copy of a 1040 form

(you can print these from the internet)

****For added cuteness, you can fold the form in half, punch two holes in it and tie a ribbon on it.****

Self-Esteem & Personal Growth



A box of heart candy, a small mirror, children's vitamins

Prizes & Recognition



Laminated pictures from the Star brochure, ribbons, MK Logo Pin, a ring box, MK Gold

Training



Training tape, notebook, Career Essentials tape, coach whistle

Discount



A flattened box of product, a small gift bag, a product sample, beauty book