

## How to Close a Party

Mary Kay always said it is just as honorable to sell as it is to buy. And women are buying all these products somewhere, so why not buy them from you and support a woman as opposed to a store!

1. At the beginning of the class tell them what is going to happen: we are going to have fun with some amazing products, show you the sets available, as a courtesy at the end to give you the best customer service I will meet with each of you after the party and you can ask me any questions you have.

2. Table Close (while the women are all sitting together at the table) - romance the roll up bag, using whatever the roll-up bag promotion you use.

Ask these 4 Questions: (have them write their answers on the back of their profile cards)

1. Which of the sets would your 4 be? Which ones are screaming "Take me home!"
2. Which day or time is good for your follow up?
3. Would you be interested in free product - hold a party, yes, no, maybe
4. Would you be interested in learning more about the MK Opportunity, yes no maybe.

3. Individual Close - remove them from all the activity, get bit lower than them, if possible. Look them in the right eye- connects to the part of the brain that builds connections. Use a conversational voice, not your "presentation voice." You are now just visiting with her.

### **ITEMS TO HAVE WITH YOU AT YOUR "CLOSING STATION":**

- Roll Up Bag
- Calculator and pen
- Sales slips
- Create a Roll Up Bag placemat at your spot
- Hostess Extravaganza Hostess packets
- Hostess Extravaganza free products she can earn
- Teambuilding packets – most importantly Beauty Consultant Agreements unless you have your laptop with you for new teammembers to sign up online.

Select the strongest person, otherwise known as the 'sparkler' to come meet with you first. She is the one who is enthusiastic, has interacted a lot at the party, and indicates that she likes the products. No matter how much or how little she buys, you can count on her to go back to everyone else and encourage them to buy, book a party, etc. The sparkler is a good partner who will help you have a great party!

Closing Questions:

1. Did you have Fun? Smile and nod your head.
2. How does your face feel (touch my face)? Give them a mirror- what improvements do you see with your skin?
3. Courtesy Question: Since I am your woman for life and will continue to service you- Do you have any questions about your skin that you didn't feel comfortable asking in front of your family or friends?
4. Look to see what 4 sets they chose, compliment them on their choices – they are perfect for her. "Okay - so how can I help you take that home tonight? Be quiet! (when you talk, you will talk her out of what she really wants- think about how she can make that happen). Close the sale. Offer her Payment plans.
5. Book for the follow up, turn into a party. Talk with her about our Incredible Hostess Extravaganza promotion. If she is not ready to commit to that program, suggest a smaller hostess program where she simply has 2-3 friends join her and can get \$75 for \$35. With whatever Hostess Program is best for her, suggest two dates when you are available. If she is tentative about her schedule, get one date on the books, tell her you will hold it for her, and schedule a time to follow up with her (the next day) to double check the date and time. Get that time on your calendar and make sure you followup with her to secure her party date/time and coach her on her guest list, etc.
6. Book for a Marketing Plan. If she is Sharp, has shown any interest in becoming a consultant or she is someone you would like to hear about the Company .....BOOK THE FUN FACTS SHARE SESSION. Simply say, "Suzy, I know you would probably never consider MK, but I am in a special training program with my Business Coach and I would love your help. I'm learning all the background info about our Company, and would love it if you would be a part of a simple role play training with me – it only takes about 30 minutes, there is absolutely no obligation on you, and I would be so grateful to have you help with my goal this month.....I have X time or X time available....what works best for you?

If she is tentative about doing a Fun Facts Share Session, offer her a free lipstick or lipgloss just for listening. ☺ Its worth it! If she is interested, just ask if she's interested in becoming a consultant and sign her up!