

CLOSING THE SALE BOOK 2ND APPOINTMENT BOOK EXPLORE CHAT

Did You Have A good time?

Always smile and nod when you say this! She will smile and nod right back at you!

How does your face feel?

Touch your own face. Give her a sincere compliment about how her skin looks---not about the color of her lipstick.

Do you have any questions or concerns I didn't cover?

Either quickly answer it or share with her you'll go into much more detail about that at her second appointment! For example, if she says she's concerned about covering up her dark circles, "Susie, we have quite a few solutions for not only covering up the dark circles, but also helping to eliminate them all together! How about we dive into those products at your second appointment?"

Closing The Sale...

"You know your situation better than I do, how would you like to get started today, with the best deal of the 'I Deserve It All Set,' the Ultimate Set with the FREE bag, or just the Miracle Set?" Then HUSH. Let her talk first. Whatever she says---you say GREAT! Upsell 3 more products then close out the order. "How would you like to take care of that; cash, card, or Venmo?" (Offer your preferred method)

Booking the 2nd appointment..

"Let's get your 2nd appointment scheduled. Which is better for you _____ or _____? (Book as close in as possible. Anything further out than 10 days is more likely to cancel.) You have many options...you and me or invite a couple of friends and earn FREE products! Which sounds better for you?" Keep in mind all of your virtual options as well (Facebook, Zoom, Skin Analyzer, Mirror Me App, etc)

Book Explore Chat...

"May I share just one more thing with you? Mary Kay asks us to identify women we would love to work with, to put a spotlight on their qualities, and have a conversation about options! I have no idea what you've been praying for or needing in your life right now yet I thought of you because _____. You may think I'm crazy yet I think you'll be quite surprised at what MK has to offer you at this season in your life! Is there any reason why we couldn't get together and explore the options and see if it's a good fit for you? Of course, this doesn't obligate you or MK in any way!"

The key is in the Follow-up!!!!

This is what Full Circle is all about...you sold product, booked future appointments, and planted seeds for future team members! Will every product experience be picture perfect? Of course not...because we work with people and that's the beautiful variable in each appointment you hold! You'll have many product experiences where you'll sell hundreds of dollars and a few where a lipstick is the biggest purchase! Always remember to have fun and make each woman feel special! You're building customers for life, not for a one-time purchase!

You Can Do It!

BUILDING CUSTOMERS FOR LIFE!

Senior Sales Director Lisa Phillips
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