



Class Closing Training NSD Nancy Moser

HOW TO WORK IT ALL 'Closing With Class'

Mary Kay encourages you to work smarter instead of harder by taking advantage of the opportunity at each class to ask for sales, future bookings and prospective interviews. When we work this method we get obtain more yeses, save time and need to pick up that 5,000lb phonebook less! Here's a simple approach to 'have it all' from your class closings.

- A. When you arrive, **ask the hostess where** you can close individually after the class for a more personal and private opinion time.
- B. Write on an index card
 - Thank the guest and ask their feedback
 - Ask for the Sale
 - Ask for the booking
 - Ask for the interview or model /guest at Meeting or event
- C. At the individual Close:
 - 1 **Thank her** for attending the appointment and ask her what she learned the most from you. Since you pre-profiled her 4-5 days in advance and asked her 'what she'd most like to learn from you', be sure to ask her if you've answered all her questions. **Then, ask her for the sale** by using a placemat approach with the different options: Basic Skin Care, Miracle Set, Basic & Color, Miracle & Color, \$200 or \$300 or \$400 Total Woman bag specials. Write out the sale slip, ask for the type of payment. (I usually bag everyone's order after I've closed on everyone, unless someone needs to leave). Before you go to #2, ask her 'Mary, is there any product that you would like to have today that you felt you couldn't purchase now/ or you'd like to have it for **free**'? Get her response and save for booking incentive next.
 - 2 **Ask her for the Booking Appointment**
Use the correct booking approach. (CD 2 Set the Pace for Success 'Booking & Coaching') Add some sincere compliments which are customized to her. i.e. 'at every class I always select at least a couple of people who I would like most to have as my future hostesses and today I selected you because _____ (you seemed to have the most fun learning, your striking green eyes would be fun to customize a look for. . .)' When we get together is there any reason why you couldn't share your check-up facial with (compliment her & suggest who she might invite, like the nursing friends you mentioned who would like to learn skin care from

me, too. . .) In fact, I'll give you that _____ you liked for free, as my gift for sharing your appointment with 3 or more people. I think you'll be great! Which would be better for you, the beginning of the week or end, daytime or evening? IF she hesitates, then set a tentative appointment. Give the date-book to her to fill in her name & phone number in pencil. I take the date-book back and write in RED pen the gift that I promised her (remember, elephants don't forget, but beauty consultants sometimes may, especially when we have many classes and appointments on your books).

Give her a hostess gift or your brochure and/or any other coaching materials (recommend giving her my coaching magnetic tray in a hostess folder with sales tickets, books, etc. –see my website) and ask her when would be a good time to call her in the next day or so to see how she's doing with her skin care and to go over the information. I don't coach her a lot that night because she could be a little overwhelmed or anxious to get home. Move on to #3 once complete.

3 Ask for the Interview and for guest or model for your Next week's Success Meeting

Select the sparkler for sure, but I also 'ask everyone's opinion of our marketing at no obligation either for themselves or someone she may know who could use a better career business opportunity. Set up the interview time one on one or with your Director or invite to Weekly success meeting. The key is to focus on setup up the 'appointment to listen'; versus trying to recruit them before they hear the facts intelligently.

