

# Working Full Circle

## How to close your skin care class and work it Full Circle!

From Linda Quillin's website

At the end of your class, romance the roll-up bag, but don't take more than 3-4 minutes talking about it. When you're done, in a very excited way, say "Oh yeah, and the best part is, if you don't have time to do your make-up, just rip off the pocket and take it with you"

(say this as you rip off the glamour pocket)

Tell everyone that you would like them to meet with you one on one and get your feedback on the class. Also say "Skincare and finances are very personal and someone may have a question that they want to ask privately"

When they sit down with you, make sure you ask all 5 of these questions:

### 5 QUESTION CLOSE

1. Did you have fun tonight?
2. How does your face feel? What was your favorite thing that we did tonight?

### **SETS**

3. \_\_\_\_\_, I see you marked on your profile card that if money were NO object, you'd take that whole ULTIMATE ROLL BAG home with you....so tell me, I know that's what your heart says, what does your pocketbook say...is that something you're wanting to start with tonight? (if YES – woohoo!) (If no – go to next thing...ultimate miracle set, then miracle set, then basic set) - remember our focus is SETS....Aren't you excited to know you can take it home/have in your bathroom tonight to begin seeing all those great results?

*If they don't say skin care then I ask "Are you using anything to take care of your skin right now?" Affirm her answer (even if she's using Dove) and just say "Great!" Offer the 30 day trial "\_\_\_\_\_, would you be willing to try our basic skincare for 30 days? If you're not satisfied, I'll gladly refund your money."*

**\*\*WRITE HER TICKET UP and MOVE RIGHT INTO QUESTION #5**

## ***FUTURE APPOINTMENTS-BOOKINGS***

4. \_\_\_\_\_, Part of my job in servicing and working with my new customers is to do a check-up from the neck-up appointment within the next 7-10 days. Would you rather meet with me individually and pay FULL PRICE for any additional items you may decide you can't live without or could you see the benefit in inviting a few friends to join us for your check up appointment and you can earn up to \$100 free from me in all your favorite MK goodies? You'll get a pre-PMS session with me before your friends arrive and then we can share these great products with them? So, what would work better for you, a weekday, weeknight or weekend? Morning or afternoon...Great! LOOK down at your date book to begin writing AND DON'T SAY ANYTHING.

*Give her the packet: "I want to make this really easy for you! I'm going to send your guests a cute invitation. Here's the great part—if you get your guest list to me within the next 48 hrs. with phone numbers, you get a free lipstick/gloss at your show!" I want to get you ALL you want for FREE!!!!*

## ***OFFER OPPORTUNITY***

5. Lastly, \_\_\_\_\_, I'm moving up into leadership in Mary Kay and my director has issued me yet another challenge. My job is to seek out women of integrity to give me their opinion of our marketing plan and \_\_\_\_\_, although you may not see yourself as the "Mary Kay type", you are so super sharp and I would really value your honest opinion of our company. So, I'd like to honor you with any item you would like for half-price just for simply lending me your ears and then your opinion over a cup of coffee or soda in the next day or so. So, what would work better for you, tonight right after the class, tomorrow or the next day...Great. And, which  $\frac{1}{2}$  price item would you like me to bring with me when we meet? Thank you so much for helping me with my goal. I'll keep that time reserved just for you as well as your fabulous product deal!!!!