

## **THE INDIVIDUAL CLOSE**

Closing your appointments effectively is one of the most important parts of each appointment. Any appointment that is worth holding is worth closing, and any woman who has seen or sampled the product deserves to have the opportunity to visit with you about it.

The “group close” will be done before the individual close, so your clients will already have a Company Closing Sheet in their hands, as well as will have heard about our Set Specials.

Don’t worry about being “pushy” – women are expecting you to close them after they have sampled everything. To not do so is to do them a disservice where they feel like they have to ask you for everything and figure out how to buy products, etc.

Warmly announce at the beginning of the appointment that you will be sampling in a group, but that when finished, you will take a few minutes with each person to help with her individual needs.

Set up a special place where you will be meeting with each client individually – depending on where the party or event is, find a spot where you can each have a place to sit and talk privately. Having a separate place to sit AWAY FROM the rest of the group is critical – women do not want to talk about payment, give a credit card number, etc in front of everyone. Please be respectful of your clients and guests and make sure you have a separate place to sit with each person to help her.

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

- ☐ Makeup Bag that rolls up
  - ☐ Calculator and pen
  - ☐ Sales slips
  - ☐ Closing sheet
  - ☐ Hostess packets
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- ☐ Teambuilding packets – most importantly Beauty Consultant Agreements

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!

When you sit down with each client, sit close to her but not too close. Respect her personal space, but understand that the individual close is designed to be more personal. Lower your voice a bit – ie. You are no longer using your 'presentation voice', you are now just 'visiting'.

Share with her that you have a few questions you'd love to ask her, and you are here to help with her specific needs.

- 1) Did you have fun today/tonight? It was wonderful to have you here – thank you again for coming!
- 2) How does your skin feel? Feel your skin & nod your head.
- 3) I know I kept everything simple...but did you have any questions?

**LISTEN** intently.....Usually most people don't have a lot of questions at this point.

- 4) You have been looking at what she has starred & circled (keep her focused on Sets)
- 5) I see you loved the princess set & could we get you started with that today.

(You are looking at what she circled at this point—she said she would like to take that home by circling it) You will just sit & wait...**DO NOT TALK AT THIS POINT SHE IS THINKING CAN SHE DO IT! LET HER THINK!**

- 6) **CLOSE THE SALE** – total up all of her purchases. Keep asking her "Is there any other Set?" until she says No. Then say, "Are there any odds and ends that we need to add in – mascara, lip gloss, eye makeup remover.....?" Keep going with these until she says No. Then you are done and can total her sales ticket.

7) THEN BOOK HER SECOND APPOINTMENT – preferably a Party. Talk with her about your hostess program you’ve selected. 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.

8) 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 follow-up with her to secure her party date/time and coach her on her guest list, etc.

9) 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 “COMPANY NAME”, 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 hearing more, offer her a free lipstick or lip gloss just for listening. Its worth it!

If she is openly excited about the “COMPANY NAME” opportunity...often indicated by asking lots of questions about it....just come right out and ask her if she is considering becoming a consultant. BE BOLD! There is nothing to be afraid of – our job is to offer women both our product and our consultant opportunity! If she is ready to sign up, be ready to help her right then – jump on the computer, OR you can have her fill out the paper agreement.

\*\* FYI: The effectiveness of working with your closing sheet is outstanding. Please close all of your appointments with this – your sales will increase because you will sell more sets and Full sets, and you will have more strong re-order clients. \*\* If someone asks me about buying something individually...like what the price is of an eye shadow....I always say, “Hmmm....I’m going to need to look that up.....everyone always seems to buy full color sets in compacts because you get a better deal that way.”

**\*\* Always remember to pick at least 2 women from each party to do a Fun Facts Share Session with. You will grow your team so fast by following this simple equation! Don't worry about finding the perfect time for Kami's schedule if you want her help with the session – just book a time and let her know about it asap. She will make it all work out! Also remember that every woman deserves to know about our opportunity – you never know who's life you will bless.**

**HAVE FUN CLOSING! This is where you make your sales, book your future appointments and sign up new team members!**