

Working Full Circle

By: Tanya Hanshew, 2006 Queens Court of Sales!

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



Sold \$8000 in 1 week!

- 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 as you rip off the glamour pocket)
- Also make sure to tell everyone at the class that you don't do microdermabrasion at the first appointment because you want them to see the importance of using skincare, but they get to try it at their check-up appointment. If women try MDA at the first appointment, in most cases, they will buy it and possibly skip the skin care. We want them on the whole line!!
- Then 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?
3. What was your favorite thing that we did tonight?
4. _____, is there anything you'd like to take home/have in your bathroom tonight?

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."

5. _____, I'm in a big challenge right now to do _____. Would you be able to help me by inviting a few friends to join you for your check up appointment? You'll get to try Microdermabrasion and we can share these great products with them? Plus, you'll get some free products!!
LOOK AT HER 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 before 48 hrs. with phone numbers, you get a free lipstick/gloss at your show!"

Last of all, say "I know you've probably never thought of doing anything like Mary Kay but I think you'd be great at it. Would you consider taking some info with you and giving me your opinion of our marketing plan?" (most will say yes, then give her a marketing packet and set up a time in the next couple days to call her about it)