

Pat Campbell's "Roll-up Bag" Close

Place mats available on unitnet.com/patcampbell

Put roll-up bag on table, in the middle...nothing else. What the eye sees is what the eye buys. If you clutter your table, you will confuse their minds. If their sole attention is on the roll-up bag, it automatically increases your probability of selling one. And, work ONLY from the roll-up bag. Everything you demo comes out of the bag. Keep it SIMPLE by what you bring in. Do not bring in a ton of stuff. I recommend putting everything in a small (carry-on) sized rolling bag.

I do not take product to my classes for two reasons.

1. You're going to sell so many roll-up bags, there's no way to fill that many at a class.
2. Every roll-up bag = a recruit, so I personally deliver her roll-up bag to each person individually. If they've got that kind of money, they're a quality prospect. They love your product, your concept, you, and they have the money to start. Now, let's face it, you have her check, you have her product, she wants it, so she will see you, and she'll see you immediately, because she wants it.

I see her at home if she's a stay-at-home mom, or I meet her on her lunch hour if she works. And that's where she gets her interview, one-on-one. At the class, I've given her recruiting literature and perhaps a video or tape for her to listen to on the way to work. But don't fill her order. It takes too long, and chances are you're not going to have everything, and you'll have to go back tomorrow to deliver again anyway.

The smaller orders you can deliver to the hostess and have her hand them out...after-all, that's what the other companies do. Plus this gives you a second chance to recruit the hostess!!! You can also settle her hostess credit at that time if you ran out of time the night before.

Now, what's in it for you? Let's talk about price. This bag sells for \$299. It's a \$407 value. They are going to get \$108 for free. When you figure it out, you're only giving \$46.50 away, you're making a \$103 profit, and a \$200 wholesale order goes in for every roll-up bag that you sell. Think about where that puts you toward star consultant. If you held 2 classes per week, sold 1 rollup bag at each class, you would be a star consultant in **ONE MONTH**. $\$200 \times 2/\text{week} = \$400/\text{week} \times 4 \text{ weeks} = \$1,600$ wholesale/mo. This is roll-up bags only, not including the other class sales, and reorders. That's a star order going in every month, putting you on target for National Queen's Court of Sales.

For the Class:

Print off the place mats and put them in a page-protector (preferably the protectors without hole punches in them to make them look classier). And, put something enticing about the business on the other side (I recommend something showing the Mary Kay cars in color. Put that side facing up on the table because it is very visual, enticing, very motivational and it hides your prices.) You don't want to go over prices until the very end. If they see your prices at the beginning, the people who are Wal-mart shoppers, think your prices are too expensive and put up a mental block to what you say the whole time and they'll sit there the whole time with their arms folded. Mrs. "Got rocks" who can afford anything she wants, thinks your prices are too low, she thinks your products are inferior, and won't buy because they're not good enough. So, don't reveal prices until AFTER the product is on their face, then they don't care what it costs...they're going to get it. The reason I recommend page protectors instead of laminating, is because prices are always changing and this will save money and trips to the copy store.

When you get to the class, the only thing that goes on the table (besides place mats) is the roll-up bag down the center and the Stack-Pack.

(Stack Pack is a stack of 3 presents tied together with a ribbon that go from large to small. If the hostess gets three bookings she gets 3 "bonus" gifts, in addition to her hostess credit, when the classes hold. You don't have to have anything in the boxes, because she won't be opening them that day. They'll be delivered after the classes hold. Then you give her whatever you have extra at the time...PCP gifts work really well. She wants the bonus gifts so she'll push people to book and she'll push them to hold so she can get her gifts.) Pat also gives the company 10% Hostess credit for holding, 15% for one booking and 20% for two or more bookings.

Each person has a sales ticket, which you call their "wish list" because you want people writing from the beginning. Working from the bag, when you finish the Miracle Set, you say..."now for those of you who want younger, softer, more beautiful looking, flawless skin, I want you to write on your wish list, **Pocket 1**. (Don't say Miracle Set, or TimeWise Set, just say **Pocket 1***)

Next go to supplements:

"Who has dry cracked chapped lips? Raise your hand. Those of you with this problem are going to want the Satin lips set OHHHHHHHHHH it's CPR for your lips! You will absolutely love this. . .it makes your lips softer, smoother,

and more kissable!! (sell features and benefits) “Those of you with this problem will want to write on your wish list, **Pocket 2.**”

“Now, let’s talk about eyes. Who has a problem keeping your eye-shadow on? You know it creases, smudges, flakes, doesn’t stay on...well you’re going to want our 2 eye creams (sell features and benefits of Instant Action Eye Cream and Triple Action Eye Enhancer). So for you, on your wish list, I want you to write **Pocket 2.**”

Pocket 2.” Do the same with Indulge Soothing Eye Mask and Oil Free Eye Makeup Remover.

Then show color. Romance the Custom Compact. Tell how it is made out of palleton, what your phones are made out of and that it won’t crack or break and need a rubber band to hold it together!! Plus it is environmentally friendly. . .you just replace the item you run out of instead of buying an entire new case and throwing the old one away!! “For those of you who want your face in a case, write **Pocket 3.**”

“Now, don’t you love how your hands feel? Don’t you love them feeling softer, smoother and who’s tired of cellulite? For you girls, you’re going to want to write down **Pocket 4.**”

Have them take their hair bands out and fluff up hair...give each other a sincere compliment.

Transitional Statement:

“You know when I finish, people always ask me the same 3 questions. They want to know... How does this come? When can I get it? And, how much does it cost. So let me answer those 3 questions for you right now.”

“Turn over your place mats and let’s review what’s in each pocket.”

Briefly tell them what’s in each pocket, no descriptions of products.

“Next thing I want to know is who in this room are my Bargain Hunters? Raise your hands – you know you’re the type that won’t buy anything unless it is on sale! These are my bargain hunters! Now, have I got a whale-of-a-deal for you!

Now, next thing I want to know is who are my Power Shoppers? They come in 2 kinds. The first kind, is the woman who is too tired and too busy to shop...she hates to shop! Now, who here are my power shoppers in this room...you’re proud of it...you know who you are! You just buy the whole thing to get it over with so you don’t have to think about it any more and you love the fact it’s a one stop shop!

Or, the other Power Shopper who LOVES to shop. I mean it’s a full time career. Full time career because you like to look good, you like to feel good, and you want every piece of the puzzle because it puts the whole ensemble together. Am I right about that? ABSOLUTELY! Okay, have I got a whale-of-a-deal for you girls?” My power shoppers want it all, need it all, deserve it all, and can afford it all!!

“Here’s the deal. If you buy pocket 1 tonight, you’re going to get your cleanser at half price, just for being here tonight. BUT, if you buy pocket 1 PLUS 2 or 3, you’re going to get your cleanser FREE!!! But when, you get pocket 1, plus 2 AND 3, you not only get your cleanser free, but you will also get ALLLL of Pocket 4 free, PLUS the roll-up bag FREE, and free is for me! So, it’s a total of a \$407 value for only \$299. You save 108 dollars! Now that’s a whale-of-a-deal. Tonight and tonight only!! We take check, cash, Mastercard, Visa, Discover, and the husband will never know plan.”

“Now, we’ll start with that power shopper first, because she’s always in a hurry. Where is she?”
(start with power shoppers... they’ll buy more and set a precedent for the rest of the class.)

Individual close:

“Did you have a good time? Great!”

“Did you learn something new? Super!”

“Don’t you love the way you look? Great!”

Tonight, would you like to splurge and pamper yourself and just get the whole thing and be done with it, or would you like to just start with 1 or 2 pockets? Whichever is better for you is fine for me.” (and shut-up)

If they get stuck, look at the wish list. “I see that you have 3 pockets on here, you know if you get 3 pockets, you get the 4th for free.” If she says that’s too much, then say, “well, which of the pockets would you like to start with?”

After the sale, book her follow-up appointment. Remember, if 3 people book classes and hold classes, the hostess gets the Stack Pack.

*Pocket 1 – On the place mat it says Miracle Set or Velocity Set – either way, it comes out to \$102.
The entire Velocity set plus foundation comes out to \$102.