

Mastering the Art of the Close

Before the party: pre-profile the guests so you can set up the trays before the guests arrive. Have a label with her name on the disposable tray... stating if she is dry/normal or combo/oily. Saves you lots of time so you can interact with guests. **Skinvigorator Brush:** Make sure everyone can use it in your class. (Begin with 1 brush and 4 extra heads. Eventually, get 2 brushes so your party will go faster.)

When arriving at the party:

1. **Ask the hostess** which of her guests does she think would be good at what you do. "How about you? I think you'd be wonderful. I would love for you to watch me and see if it looks like fun!" "At the end of the party, I will be sharing some privileged information with you. I don't know if you'd be interested and it's okay if you're not. You'll receive a half-price coupon on a single item just for listening, so think about what you would like at half price."
2. **If this is your Hostess' 2nd appt**, show her the color card she will use and where to put the product on her face. Once her guests are settled, she can go to her bathroom and try on the look. She will arrive later in the party looking like a million dollars and they will not know what she has done.

When the guests arrive:

1. Have them fill out the **top of the closing sheet** so you have all the information for future business and your 2nd appointment. (If doing a virtual appt.... only send this side with product samples)
2. Demo the **mascara** on the back of your hand and show her how our oil free eye makeup remover melts all mascara. Do not remove her eye makeup and mascara.
3. Do the Skincare on **half of her face**.
4. After you do the cleanser, have everyone check the eyes of each other. Which eye is higher and the iris brighter? (The cleanser is like a facelift and the skincare is sold right there)
5. During the facial, have the client write on the bottom left of the closing sheet the things she liked. Explain this is a **Wish List**, not what she is buying. This makes the facial more Interactive.
6. After you complete the **skincare, foundation primer and foundation**, have her **compare the right side of her face with the left side**, which still has her current products on her skin.
7. Have her **look in the mirror by turning her head so she can see her profile**. Then do the same on the other side. This allows her to see the benefit of using our products daily. There will be one young lifted side and one old side. You don't have to sell her... the product will!

For Individual Facials: 1-2

1. Ask, "Would you like to play a game? You have a **REALLY** good chance of winning!"
2. Take your phone and type this message into a text. "If I were to invite you to a virtual or face-to-face facial with me and my beauty consultant, would you come?" She is to cut and paste and send this text to as many people as she can in the next 2 minutes.
3. After doing 1 liquid eye color over her eye shadows, mascara, bronzer or cheek color, and lip gloss, check how many responded? This will set up your bookings. Her prize is based on how many she sends. (Use travel hand cream to limited edition items that are no longer current -

value based on how many she sends.) (If you are new and do not have any gifts... give \$10 off a set, written on the back of your business card)

Party 3- 6 people in attendance:

1. Ask, "Would you like to play a game and have a chance to win a free product!" "Is anyone competitive?" (This will show you who would be a great consultant) "Take out your phone and write down as many names and phone numbers of friends you think would enjoy a facial like you have had." For each name you will get one ticket for our drawing." "If you know someone that you think would be a great consultant, star their name and you will get 5 tickets." "You have 2 minutes... Go!" (Do a product drawing with limited editions that are no longer current...
2. Finish with 1 liquid eye shadow over her eye color for a quick touch up look, mascara, bronzer or blush and lip gloss.

Complement Time!

Compare sides. Have them share the differences they notice on each other.

Turn over **Spectacular Set Sheet:** Ask questions. (If doing a virtual appt, have them right down their name, phone number and their answers. They take a picture and send to you at the end of the class)

1. What they would like to learn and tell them once they are on a skincare routine for 2 weeks, they will learn about our incredible New Retinol Product: Clinical Solutions - which is a game changer!
2. Ask how many responses they received if they texted, or how many names they gave you on their name race!

Depending on this, you will recommend either the 3 faces to get 75 - 35 or 5 faces to get 100 - 45. Example: Carol you have 4 people on your list: So, definitely check 3 but you may want to go for 5 since you only need to add one more to get more for free!

Spectacular Sets – the Details:

1. "Now let's go through the sets." Explain each set and if it counts as 1,2 or 4 sets.
2. Have them circle the sets they are most interested in. "Doesn't mean you are going home with it." "**Circle it if you liked it.**" Let them know you can do cash, check, debit, visa or a payment plan if necessary.

"Now I would like to work with you individually. Who needs to go home first?" Great Carol, after we are done, could you send in Barb, Barb send in Julie, Julie send in Jillian and Jillian, you will send in Brittany.

1. (Hostess) would you please serve your refreshments?
2. Instruct the others to do the other side of their faces. (This keeps them busy while you are closing the sales.)
3. "Also, our Hostess is the banker so when we are done individually, please give your hostess your slips with payment."

Individually, ask:

1. Did you have fun?

2. I notice you want to learn at your next appt...
3. Also, I noticed you would like to share with 3... 5...
4. "Such a great choice." Which is better for you, the beginning of the week or the end? Tues or Thurs? 6:30 or 7? Would Tues the 21st or the 28th work better for you?

Do not book out further than 3 weeks

5. Which special are you most interested in? Which sets would you like to start with? The amount is _____. Is that comfortable for you today?
6. **Yes**, cash, check or debit card?
7. **No**. Would a 2 or 3 payment plan work better? (**remember... limited inventory... only 2 pymts**)

Client: Three, how would it work?

You: When do you get paid? This week? Or next?

Client: Next.

You: You would put $\frac{1}{3}$ down now by writing a check or putting it on a debit/CC card. I will run another $\frac{1}{3}$ a week from Friday, and run the final payment 3 weeks from Friday. Would that work better for you?

If it doesn't work.... Drop the price to less sets and give her a new price and pymt.

After the guests leave: if this is the Hostesses 2nd appt, give her a couple of quick tricks

1. Like **Undereye Corrector** in the corner of her eye if her eyes are too close together, under the outer eye all the way to the temple and up above the outer 3rd of the eyebrow. This will add lift and add width to her face if she is too narrow. Pops the eye to become the focus point.
2. Show her the **Silky Setting Powder** and how it makes her whole face look like porcelain.
3. **Placement of blush** if she wears glasses or mature..... higher on the cheek bone
4. **Bronzer** on the jaw line if she has a fuller face or jowls. Show all these techniques on $\frac{1}{2}$ her face so she sees the difference and why she wants to take the time.
5. **Brows**

Privileged information:

1. Ask her how did we do? She has probably added the sales up. If not, ask her to. You want her to know how much you have sold.
2. Go through the interview guide. If it is late... ask her do we want to stretch and get this over with or set up a time tomorrow?" They usually say let's stretch. Share some quick facts. Close with "**Here comes the real question, do you want them to reorder from me or from you?**"

If she joins your team, what happens to the customers and bookings?

Customers stay with the hostess after she places her 1st order.... Bookings.... You take the first 2 bookings to train herthese new customers and sales are yours. You will interview the hostesses to train your new team member and if someone joins, they will be the recruit of your new team member. This is how you are building a team of teams. If the hostess does not join, and there are relatives or close friends of your new recruit.... Best to give her those clients also so your new team member and they are not conflicted)