

David Cooper's 3 Closes Per Guest

A. 35 Second Mary Kay Sets Close-

1. Relaxing question = " __, were you as excited about how good you looked in that mirror as much as I believe you were?" (smile & nod) How does your face feel? (touch your face and nod) Did you have fun today/tonight?
2. Driver's Seat Statement = "You know your situation a whole lot better than I do. It's up to you...I'll work with you either way." "If I can fit it into your budget, would you like to go shopping?" I know you would...right?? (smile and nod)
3. Choice Question = "Would you rather splurge & pamper your complexion with the extra touch (thumb to index finger) of class that comes with our Mary Kay Cadillac Collection...Travel Rollup Bag normally around 365, but on a temporary discount tonight (today) 6 sets for only \$299; our complete 4 sets at \$199; our miracle in a bag or 2 sets at \$99 or would you feel better just starting (praying hands) with our Mary Kay Time Wise Basic Set at only \$60?"
4. Release Statement = "Whichever you would rather do will certainly be fine with me!"
(Shut up & look down for 4 seconds!!)

B. 25 Second Rebooking Approach-

1. _____, were you as enthused about all that our hostesses can earn for having parties in the next 10 days as much as I believe you were? (Smile & Nod, then take a breath.) Some hostesses get SO excited that they arrange to (SHARE YOUR HOTESS PROGRAM)... i.e....Have 8 guests so that they can earn \$80 in free product! Actually you get \$10/per guest in free product as long as you have at least 4 guests there up to a maximum of 8 guests. So, with 8 guests, you get \$80 in FREE PRODUCT! Wouldn't that be AWESOME? I appreciate you having a party for me but I want to make it the easiest for your schedule. Would you rather have your party during the week, during the weekend or would right after the weekend be easier for you? Whichever is the easiest for you will be fine with me!" (Shut up & look down for 4 seconds!!)

C. 25 Second Recruiting Appointment Approach-

1. " _____ , (breath in & nod) there's just one more thing I'd like to say because I believe it! I believe that you could be good in Mary Kay, I really do. With the proper training, don't you believe that you could do most of the things you just saw me do? (if answer is no or maybe- continue) It would only take about 20 - 25 minutes for me to show you how easy it is to get started and how simple it can be to help you earn an extra \$1000, \$1500, maybe \$2000 extra cash part-time in your 1st 30 days (shoulder roll). Tell me, would an extra \$1000 or more per month part-time be helpful on a consistent basis right now? (Big YES!) My schedule is kind of tight, could you stay for just a few minutes after the party or would tomorrow around noon or maybe later in the day really seem easier for you? (Smile & Nod, shoulder roll) Whichever seems easier for you will certainly be fine with me." (Shut up & look down 4 seconds)