

The 3 Closes Per Guest

The three closes per guest is the most powerful tool that you can learn to build your business. Skin Care Classes, Facials, Parties, etc, are all designed to get the most exposure of your customer(s) to as many products possible in as little time possible. At a Facial, your presentation should be done in 30 minutes, (1 hour for a Skin Care Class and a Party). The rest of the time should be set aside for closing with your customers. If you spend 2 hours putting on the product, you will have no time left to complete the 3 closes listed below.

When you are ready to close the guests, remember to always take the most positive one away first. Don't ever take Negative Nelly first. When Positive Polly comes back, and the others see that she has purchased the Travel Roll-Up Bag, the others are more likely to purchase more as well. If Negative Nelly comes back and says that she didn't buy anything, or that she only purchased a lipstick, how do you think the rest of your sales will be? This is how **The 3 Closes Per Guest** works:

1st: You take the guest off to another room and do the **SELLING CLOSE** with them. When you do the close, you need to be prepared with all of your tools there with you (sales tickets, calculator, date book, pens, etc.) and also include a Travel Roll-Up Bag that is properly filled with product. Then, go through the close **EXACTLY** the way we teach you and you will have **GREAT sales!! Please remember to NEVER book an appointment before you finish selling the product!! Also, remember that you can always offer a payment plan to your customer if needed. The 1st step should always be completed before moving on to the 2nd step!!**

2nd: Once you have completed the sales ticket, received the payment from her, and given her the purchased product, now you want to use the **BOOKING CLOSE**. Again, if you go through the close **EXACTLY** the way we teach you, you will have **MORE bookings!!** This is what keeps your business going. If you effectively do the Booking Close, you should always be able to book an additional appointment from a facial, and least 2 additional appointments from each Skin Care Class, and MK Rocks Party! This should be your prime source of Bookings. Have you ever been in a situation where you had your friends hold several classes for you, but once the classes were over, you had no more bookings? Well, if you have been there, then you were not using the Booking Close!

3rd: The final thing you do with your customer before you let her go back to the group is the **RECRUITING CLOSE**. This close is designed to get her interested in hearing more about Mary Kay as a career. I have seen many consultants skip this close and thus they are not likely to have many recruits. Once again, if you go through this close **EXACTLY** the way we teach you, you will **RECRUIT** and **WIN** your **CAR**, then move right along to **DIRECTORSHIP!!**

Once you have closed with her on ALL 3 CLOSES, and have set a time for her to hear more, (possibly inviting her to a weekly meeting), then it is time to send her back to join the others and start all over again with the next customer!