

Gold Leaf Close- Pamela Waldrop Shaw, NSD

Purpose: Close guests while they are at the event so that you capture the excitement of the moment and eliminate unnecessary follow up to maximize your time.

IMPORTANT !!! Take ownership in your close! Make it yours! Make the stories yours!! BUT CLOSE THEM! And expect them to get out of their seats! Critical is correct use of music and Applause when you ask them to come up! So train your unit! I trained my unit not to move, not to close a notebook, not to grab a purse, rattle keys, and cell phones and beepers had better be on vibrate, cause if something went off while I was closing, somebody had better be bleeding BAD(ly)!!! Smile!

3 reasons to close:

1. Most people recruit out of stirred emotion and hope.
2. Most people don't intend to recruit when they do – now or later.
3. Follow up is where we lose the recruits and so it is important to close on the spot.

If we have built a rapport with the guest, if they trust us, we show how we make our money, give facts and figures and hit the hot button of the following 4 personality styles:

- D** needs to move up fast and earn big money
- I** wants to help people, have fun, get recognition, appreciation and earn money
- S** doesn't want to compromise family values, wants to work around existing schedule and not have to quit her "good" job.
- C** wants good training and legitimate statistics.

I know that some of you came here tonight looking for information about our company and we do appreciate that and ask that you listen carefully so you could perhaps make a recommendation to us!

Mary Kay is a great choice for many groups of people:

1. a woman who is married and well cared for by her husband, but she wants and needs her own identity.
2. a woman, who is happy with her current job, but wants a part time job to make some extra money.
3. a working Mother who is busy but likes the idea of owning her own business...Can sell ON THE GO! The busy soccer Mom---
4. a woman who is staying home to keep her children, but wants a little something for herself.
5. a single woman, taking care of herself in a dead end job, working 50 – 60

hours a week has no social life, strapped financially, perhaps in debt from her credit cards.

Or you could go with the reasons people Don't get started:

1. Busy ---they were busy 5 years ago; they'll be busy 5 years from now. Question is what will they be busy doing. "Time invested in one area is time away from another—Be ON PURPOSE"
2. Not the right type---look around! Training in MK....if you wanted to be a nurse...walking into a hospital won't make you one!
3. Don't have \$100 ---YOU NEED TO DO MK ! For how long are you willing not to have \$100 disposable?
4. "Think about it"---procrastination. #1 Reason people fail—procrastination. People are waiting for a better time. Doesn't exist!

I would be totally remiss tonight if I did not offer you the opportunity to choose a career with Mary Kay Cosmetics. We are committed to growing in this area and we want sharp women like our guests tonight as a part of our Million-Dollar Dream Team. Although this may not be for you at all, I believe you are not here by accident, but by design and that the person who brought you thinks you have the qualities we are looking for or she would not have invited you to this event.

Let me share with you the 4 qualities we are looking for in order to accept you into our company:

1. First and foremost, is integrity. We are looking for women who have integrity because you will be Mary Kay in your own neighborhood! We are looking for people who do what they say. The world is short on that today. For example, you may have returned home from work with a headache, but you remembered that you told your consultant you'd come with her tonight, and you showed up! That's the integrity we are looking for!
2. We're looking for people who like people – who genuinely like people! Well, if you are thinking, "that excludes me; I just don't like anybody I work with", then that's okay! Can you think of a time when you did like people? If so, then it's quite possible that you've just been at your job a little too long!
3. Thirdly, we're looking for a woman who has a giant inside just screaming to get out! You know that you have abilities and talents that have gone untouched, untapped in your current workplace. You know you have something more to offer! If you just had a railroad track to run on! We're looking for so much more to accomplish – we're looking for that person with a giant inside!

4. And last, but not least, we're looking for women who are decisive! Decisive women who are able to say, you know, I don't know anything about teaching skin care or color cosmetics, but this sounds great and I need a change in my life. Go through months and seasons...reasons and excuses. Time passes...older, same place!

You know, teaching skin care was not my life long goal, either, but the lifestyle I have, certainly was my lifelong dream! And so, I want to encourage you that if this sounds like something that you would enjoy, then be decisive! You know being decisive is the opposite of being "wimpy"! Wimpy sounds something like "I have to go ask my 25 friends and family what they think I should do with the rest of my life." That's not what we are looking for at all. We're looking for someone who does realize that this is the opportunity of a lifetime and that \$100 will not change your standard of living today, but it could absolutely change your life tomorrow! We're looking for women who don't hide behind their husband; and don't get me wrong, it is so important to have a fantastic and communicative relationship with your husband but you know as well as I do, that when you use this excuse, "I have to ask my husband", that is the greatest line in the entire world! Men aren't that stupid. In general, they want you to be very happy and so his answer is probably going to sound a lot like this, "honey, do whatever you want to" and so, we're looking for decisive women! [Can weave any of this in with the other information above]

If you have any of the 4 qualities that we are looking for and you are at a place in your life where you need and want more than you are currently getting, then I would like to invite you to turn over a new leaf in your life tonight and become a part of our fabulous company – one that will change your life! The Gold Leaf is symbolic in Mary Kay and is given to a woman who is decisive enough to turn over a new leaf with her life and so I do have a 14 karate gold dipped leaf that I would like to present you with tonight if you are brave enough to come up front!

Coach your unit to begin applause right now, while people are coming! Don't be surprised if no one comes at first. If no one comes up say the following.....

If it is for you and you are simply too shy to come up front, I would be honored to present this gold leaf one on one before you leave tonight and so the leaves will be up here and I'll be the last person to leave! If you have any questions, feel free to hang around!