

The Individual Close

**Individual closes can truly make or break your class!
They are an absolute must for many different reasons:**

1. Money is extremely personal. If someone can not afford something, we should not put them in the position of possible feeling embarrassed around their family or friends
2. It allows you to connect with each guest one on one
3. It saves time so that you are your guests are not sitting there for 4 hours!
4. It is proven that you will achieve more sales and bookings by doing individual closes!

Choose an area that is away from the area that the class was held. I often times will do it in a family room or dining room. Have the following materials with you: Date Book, Look Books, Receipts, Pens, Roll Up Bag Placemats, Roll Up Bag Order Forms, Calculator, and Hostess Packets

Ask the following Questions:

Did you have fun tonight?!

How does your face feel?

What did you fall in love with and would you love to take home with you?!

SHUT UP!!!!!!

If she says she cannot afford something say, "Oh my goodness! Well that is totally okay because Mary Kay is free! If money were no object what would you take home with you tonight?" After she tells you what she would want if money were no object say, "Well, it is my job as your consultant to show you how you can get those products for free. Could you get excited about getting all of those products for free?!" GO THROUGH HOW INVITING BROCHURE

Otherwise, if she tells you what she fell in love with and wants to go home with:

Fill out receipt and EXCHANGE PRODUCT WITH MONEY!

After exchange, say:

Did you want to have your color consultation by yourself or with a couple of friends to earn some free product?!

Pick date

Go through hostess packet