

THE DAVID COOPER SKIN CARE CLASS: POINTERS TO INCREASE YOUR SUCCESS

Positive Question Openers	TimeWise Class Endings	Velocity Class Endings
1. Could you get excited about.....	Having a softer, more radiant glow to your complexion? How many of you are eager to look your best every day? (flip your hand up fast)	A skin care system designed just for younger skin?
2. Can you see the Value of.....	Having just three products (the TimeWise,) do the work of 5?	Taking care of your skin while you're young?
3. Do you see the benefit in.....	Using our Miracle Set and getting such incredible results?	Taking care of their skin with an inexpensive premium product like Velocity?
4. Are you looking forward to.....	Getting a lot more compliments all the time?	Using Velocity and having beautiful skin?
5. Don't you feel that you deserve.....	To splurge and pamper your complexion with the extra touch of class that comes with our Complete Collection?	Splurge and pamper yourself with products designed just for you?
6. Doesn't it make sense to.....	Have a total skin care and glamour process so that you can see a definite difference in the next 30 days?	Have an affordable complete skincare & fragrance line young women love for under \$50?

For a fantastic close:

Before I use the 85 second Individual close with each guest at each class, I will remember my 3 goals per class:

1. How many completes can I sell?
2. How many bookings can I get?
3. How many recruiting appointments can I set?

85 Second Close (One-on-One)

A. 35 Second MARY KAY sets close:

1. Relaxing Question:

Are you as excited about how good your skin looks as I believe you are?
(smile, nod, use soft voice w/ lots of energy).

2. Driver's Seat Statement:

You know your situation a whooole lot better than I do, it's up to you, I'll work with you either way.

3. Choice Question:

Would you rather splurge and get the extra touch of class that comes with our ____ set or would it make more sense right now to just start with our (TimeWise Set) for just \$49?

4. Release Statement:

Whichever you would rather do will certainly be fine with me. (SHUT UP& look down 4 sec.)

B. 25 Second Booking Approach:

_____ were you as excited about all our hostesses can win for having classes in the next 10 days as I believe you were? (Smile and nod) (soft breath in—loud enough to hear) Some guests get so excited that they schedule two classes trying to earn twice as much . . . It's up to you
....You're the boss. Would you rather go all out and earn twice as much for having 2 classes or is just on really more of what you had in mind tonight? Either way will be fine with me!
(SHUT UP & look down at date book for 4 seconds!)

C. 25 Second Recruiting Appointment Approach:

_____ 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. (Soft voice, lean over, barley touch her on the top of the hand.)
With the proper training, don't you believe that you could do most of the things you jut saw me do? It would only take about 20-25 minutes for me to show you how easy it is to get started in Mary Kay and how SIMPLE it can be for me to help you earn an extra \$100/\$12000/\$1500 CASH part time per month. Would an extra \$1000 or more per month be helpful on a consistent basis right now?
...My schedule is a little tight, could you stay for a few minutes after the class or would tomorrow around noon or maybe after work seem easier for you? Whichever would be easier for you will be fine with me.