

CLOSING THE SALE & FOLLOW UP

Objective: To give consultants more ways to increase the sale, build and maintain a customer base. Always stress that the follow up is critical for their business, they are offering the customer a personalized service, incredible products, with 100% guarantee.

Closing a Group – Preview Collection

1. Thank your guests for attending, assure them you will give personal attention
2. Ask if anyone has a question or needs the name of the set they're interested in.
3. Did you list your favorite set on your preview guide?
4. Do you have your Look Book and have y filled out your profile card, email address too, ask for referrals (offer a small gift for the most or who has filled it out the fastest)
5. Mention you can customize gifts for any occasion, weddings, graduations, birthdays, Mother's Day, Father's Day, Easter, Administration Day, Passover, Vacation packages, Back to School, Halloween, Thanksgiving, Hanukah, Christmas. Have them note the profile card.
6. Give sales incentives, buy 2 sets and get 1 at half price.
7. Cash, check, Visa, MasterCard, Discover or a combination of these can make your purchase.
8. You now will meet with them personally, encourage those who need to leave quickly that you are ready to help them with their personal needs.

Closing Individuals – Skin Care

1. Ask her what she likes the most.
2. Review her sales ticket and profile.
3. Encourage her to set up an appointment to review skin care and a new color look within two weeks.

Follow Up

1. Send Thank You/ E-Cards.
2. Add them to your preferred customers list.
3. Call your new customers within two days (see how products are working), schedule a follow up, color, collection preview. Offer product for hosting. Offer her more information about the career opportunities, schedule the information session.
4. Call referrals to schedule or add them to your preferred list
5. Call your customers every 6-8 weeks. (I know you must be getting low, introduce them to new products.
6. Use the online (MK) Customer Profile product and contact notes.
7. Send Birthday & Anniversary Cards.

8. Check on the delivery of the New Look Book they received.
9. Send your 1” & 15” Emails.
10. Encourage them to shop online 24/7. Offer a discount. Check your website daily.

Remember honor all commitments/ appointments, prompt delivery, constant communication. This is about your customers needs and a well-serviced customer will be a long-term customer or even a new team member. Be a professional with heart.