

**SKIN CARE CLASS**  
**By David Cooper – America’s Best Income Trainer**

**Sales will make you rich**  
**Recruiting will make you a fortune**  
**However nothing happens until somebody sells something**

**GOAL: Interaction, Involvement, Participation**

40 SECONDS TELEPHONE BOOKING SCRIPT: CUSTOMER LIST/CHURCH DIRECTORYETC.

Hi, this is \_\_\_\_\_. I am so excited. I am having one of the best and happiest days that I have had since I started doing Mary Kay. I am trying to hold more classes in the next 10 days than I have held in any 10 day period since I started with mary kay. It could be a state record!!!! For just having a class with 4 or more adult non-MK users, you get your choice of either \$30.00 of FREE MK products or 30% discount on everything you buy for the next 3 months. I appreciate you having a class, but I want to make it the easiest for your schedule. Would you rather have your class before the weekend, during the the weekend, or would right after the weekend seem easier for you. Whichever seems easier for you would be fine with me. (shut up for 4 seconds)

**I. GET EXCITED ABOUT YOU**

A. Self Image

**II. 3 GOALS PER CLASS – 3 CLOSES PER GUEST**

B. How Many sets can I sell – Automatic MK Set purchase impulses

C. How many re-bookings can I get – Re-booking impulses

D. Who will be my interview per class – Recruiting appt. impulses

**III. UNDERSTAND THE ART OF ASKING QUESTIONS**

E. How to create a series of impulses by smiling, nodding and asking questions

F. Sentences = guests comprehend 30% or less

Y-A Questions = “Guests comprehend 85% or higher”

G. SNAQ – 1-3 PQPPBB (Smile, nod, ask questions 1-3 positive questions per page of beauty book)

**III. HOW TO DO THE 3 GOALS – 85 SECOND INDIVIDUAL CLOSE**

## H. 35 SECONDS SET CLOSE – SMILING AND NODDING

1. RELAXING QUESTIONS: \_\_\_\_\_, were you as excited about how good you looked in that mirror as much as I thought you were.
2. DRIVER SEAT STATEMENTS: You know your situation a whole lot better than I do. It's up to you. I'll work with you either way.
3. CHOICE QUESTIONS: Would you rather splurge for the extra touch (do tiny fingers) of class that comes with our Mary Kay \_\_\_\_\_ set at the discount of \$299, \_\_\_\_\_ our complete set at \$199, \_\_\_\_\_ our miracle in a bag at \$102, or would you feel better just starting with our Timewise at \$52.
4. RELEASE STATEMENT: Whichever you would rather do, would be fine with me. (Now shut up, and look down at your receipt for 5 seconds)

## I. 25 SECOND RE-BOOKING APPROACH – SMILING AND NODDING

\_\_\_\_\_, were you as enthused about all that our hostesses can win for having classes in the next 10 days as much as as I believe you were. (Lean forward and huh) Some guests get so excited that they try and schedule 2 classes trying to win (left hand over heart) twice as much. It's up to you. Would you rather go all out, win twice as much for having 2 classes, or is just 1 really what you had in mind tonight (say it softly). Either way will be fine with me. (shut up and look down at datebook for 5 seconds)

## J. 25 SECONDS RECRUITING APPT. APPROACH

\_\_\_\_\_, (hand over heart), there's just one more thing I'd like to say (slower, calmer) because I believe that you could be good in Mary Kay, I really do. With the proper training, would you believe that you could do most of the things you saw me do. It would only take 20-25 minutes for me to show you how easy it is to get started and how simple it can be to help you earn (drop voice) and extra \$1,000- \$1,500 CASH. Would that be helpful right now (with her finger drawing her towards you). Tell me, would an extra \$1,000 or more per month be helpful on a consistent basis right now. (smiling and nodding). My schedule is kinda tight. Could you stay for just a few minutes after the class or would tomorrow around noon or later in the day seem easier for you. Whichever is easier for you will be fine with me (Shut up and look down for 5 seconds)

## V. THE CLOSE SNAQ – 7 QUESTIONS for recruiting

5. Money
6. Personal growth (self esteem, image, confidence)
7. PAR (Prizes, Awards, Recognition)
8. Quality of the products (100% guaranteed)
9. Quality of the Training
10. Be your own boss
11. MK Car program
12. Getting started page: Agreement, kit, training