

Individual Consultation

“_____ (her name), tell me what you enjoyed most? What did you learn that you didn’t know before the class? Great! Well, I see by looking at your set sheet that you would love to go home with the ____, ____, ____, ____ sets. That is a great place to start. (Clarify any selections she may need to make such as foundation color, mascara color and formula etc) Was there anything else you might need to add such as _____. (Continue until she tells you no three times) Excellent. How would you like to pay for this? Cash, check, debit or credit card? (Complete the transaction)

The next thing we want to do is schedule your check up appt. in 10 days to 2 weeks. Which is better for you, daytime, evening or weekend? (Set the date and time) Were you thinking of a small group of 3-4 or were you wanting to get the most for free by having 10-12? (Give her the Hostess packet and set a time to review it with her the next day)

Finally, there is just one more thing. Have you ever in your wildest dreams ever thought about doing what I do? I think you would be great because _____ (sincere compliment. She will most likely say something to the effect of “I could never do this....” And you say) Well, you are probably right but you certainly are the caliber of woman that we look for in MK. Is there any reason why I couldn’t stay a few minutes after your appt. and share a little more about the business opportunity of MK, I would love to give you a lip color of your choice just for giving me your opinion.”