

## Want Greater Results from your Sales Presentations?

### Take some tips from David Cooper, Sales Trainer

David believes that closings should have 4 components— a relaxing question, driver's seat statement, choice question & release statement.

#### 35-seconds sets close for effective selling of product sets at individual close:

Relaxing Question (Name), were you as excited about how good you looked in that mirror as much as I believe you were?

Driver's Seat Statement (Name), you know your situation a whole lot better than I do. It's up to you. I'll work with you either way.

Choice Question Would you rather splurge and pamper your complexion with our Designer Collection — any 4 or more sets you can't live without, from around 212, keeping all your things neat, clean & organized in the fabulous travel roll-up bag as a bonus gift. OR select any 2 sets—like our TimeWise Miracle Collections (Sets 1 & 2) for 104 and enjoy our wonderful \_\_\_\_\_(lip mask, lip balm or whatever free product we receive from Company this month) as a bonus gift OR would you feel better just starting with our basic TimeWise Set for just 54.

Release Statement (Name) whichever you would rather do, will certainly be fine with me.

(Break eye contact, look down & shut up for 5 Seconds)

[Sets that are being referenced can be found on our website under Training, Classes section you will see placemat closing]

#### 25-Second Booking Approach for Booking Class during individual close:

Relaxing Question (Name), were you as enthused about all our hostesses can win for having classes in the next 10 days (2 weeks) as much as I believe you were? Some guests get so excited that they schedule 2 classes trying to win twice as much.

Driver Seat It's up to you

Choice ? Would you rather go all out and have 2 classes so that you can win twice as much or is just one really more what you had in mind?

Release Either way will be fine with me.

(Break eye contact, look down & shut up for 5 seconds)

#### 25-Second Recruiting Appointment Approach during individual close:

Relaxing Question (Name), there's just one more thing I would like to say because I believe it. I believe you could be good in Mary Kay. I really do. With the proper training, don't you believe that you could do most of the things you saw me do?  
It would only take about 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 an extra 1000, 1500, 2000 dollars CASH part-time in your first 30 days.

Driver Seat Would an extra \$1000 or more per month be helpful on a consistent basis right now?

Choice? My schedule is kind of tight. Could you stay for just a few minutes after the class tonight or would tomorrow around noon really seem easier for you?

Release Whichever is easier for you, will be fine with me

Make this dialogue yours by practicing 20 minutes in the morning and 20 minutes at night in front of the mirror. Learn to smile, nod and use a soft voice. Your sales will double, triple — could you imagine the success you would experience.  
Set up a challenge to hone your skills — set a faces goal — make this year YOUR YEAR!!! You Deserve It!