

TRAINING FROM AURI HATHAWAY:

Booking at your parties:

CLOSE:

1--So, Cindi, did you have fun today? Great!

2--And how does your skin feel? (touch your skin) Awesome!

3--and for your Mineral Make-over, would you like a week day or a weekend? What would work better for you? OK, how about 1PM Saturday the 29th? (write it in book)

4--Ok, Cindi, it says here on the back of your card (answer for question #3) that you'd like to take home a Miracle Set tonight, there anything you'd like to take with that today? (begin to transfer that to Sales Slip)

Completely close the sale receiving the cash, check, or card.

5--Cindi, I have a question for you--would you like to get some free products the day of your mineral Make-over? (yes!)

OK, Great! How would you like to invite the girlfriends you listed here (on the back of her card--done when you play the Name Game) to your Mineral Make-over--that would help me finish my 30 faces and you can get some free stuff! You get a Make-over and they get to do what you did tonight! (Dash out the door Look) GREAT!

I'm going to send you an email--is this your email on the front here?--and all you have to do is send me their addresses and I'll send out the invitations for you. It will look like you mailed them out, they're super 'cutie patutie' and there's nothing else for you to do! I want you to get all the FREE stuff and do none of the work because I really appreciate you so much for helping me reach my goal of 30 faces in 30 days! (put hostess' return address but YOUR phone number for the RSVP--but not your name--they will call YOU to RSVP and you will pre-profile them at that time) ("This is Terri calling to RSVP for Cindi's party. Hi! This is Kathy, I'm SO excited to meet you! I'm the consultant that is going to do your pampering this Friday! I just have a couple quick questions to ask you about your skin so I can customize your tray for you!")

You send out the invites and then you send the hostess this series of mailings--

5 POST MAIL ITEMS:

1--like an appointment reminder--Your Mineral Make-over is set for (Friday, August 28 at 6:30pm) I can't wait! See you then! Living the Dream, Kathy

2--(a thank you--more detailed): Dear Cindi, thank you SO much for helping me reach my goal of 30 faces in 30 days. I knew I could count on you! I can't wait to meet your girlfriends on (Friday, Aug 28 at 6:30pm). They are going to have an awesome time! Don't forget that you're going to earn (your hostess program) for FREE! I'm SO excited! Living the Dream, Kathy

3--Create her personalized color Look online with her profile card, print it out and mail it with a note:

Dear Cindi, this is an example of one of the customized looks that you can try the day of your Mineral Make-Over. I can't wait for all your girlfriends to see your new look! It's going to be SO much fun! Thank you once again for helping me reach my goal of 30 faces in 30 days! Living the Dream, Kathy

4--a package--you can get puff pack mailers and buy these mixes that come in envelopes without boxes--include: package of cookie or brownie mix and pink lemonade mix (Crystalite)

Note:

Dear Cindi, Once again, thank you so much for helping me. Enclosed are the goodies for Friday's get together. I just want to make sure that you do none of the work because I'm so grateful that you are helping me out! See you then! Living the Dream, Kathy

5--AFTER THE PARTY: A thank you:

Dear Cindi, Thank you so much for being a woman of your word! I appreciate you! You make a difference in my business, and I look forward to getting to know you more. You have a (beautiful home/family, etc-- you've been there and have something you can compliment her on). God bless you! Living the Dream, Kathy

Inviting guests from your parties to your meetings--BE PREPARED and HAVE A SCRIPT!! Make up an invitation that invites them to your weekly meeting. **Choose those who you want on your team**, and during the individual close:

Cindi, I noticed you really like the Microdermabrasion but you didn't take that home with you today, how would you like to get that for half price?! I would love to have you come to my meeting this week so I can show you off to my Director, and just for being my guest, you can have the Microdermabrasion for half price, how does that sound! Hand her the invite and offer to pick her up.
