

Mary Kay Closing Script

Go through Marketing Plan and Starter Kit

Say, “The only requirement to start is \$100. Is there any reason why we couldn’t sign your agreement today and get you started?”

BE QUIET AND WAIT FOR AN ANSWER!!!

If the answer is no, then say, “Great! I am looking forward to working with you and having you on my team.” Have her sign her agreement. Give her the welcome packet. Immediately schedule a day to go through the packet and set a date for her debut.

If the answer is yes, then ask: “What information do you need to make an informed decision?”

AGAIN, BE QUIET AND WAIT FOR AN ANSWER!!!

She’ll give an objection. Usually, the third objection is the real reason why she doesn’t feel like she can be a Mary Kay consultant. Fear is the number 1 reason.

If “fear” is what’s keeping her from signing her agreement, assure her that you will be there for her.

Say, “If I promise to hold your hand and give you all the necessary information to succeed, is there any reason why you wouldn’t be willing to learn?”

“Mary Kay says we make our best decisions within 24-48 hours and indecision creates stress. I don’t want to create stress. You know, _____, I believe you would make a great consultant because of _____. This decision isn’t about me, but what Mary Kay can do for you and your family. So, whatever your decision is, please know that it won’t change our relationship. I value you as a customer and a friend, and if your answer is no, then I will continue giving you great service as a customer. Please also know that I understand Mary Kay isn’t for everyone, and that’s O.K. For me, it’s been an awesome, life-changing opportunity, and I want to offer it to you.

_____, I will call you in 48 hours to get your answer. Is that all right with you?”

WAIT FOR HER REPLY.

“_____, I’ve enjoyed our visit. Thank you for your time. I look forward to touching base with you in a couple of days.”