

# Private Individual Consultation

This needs to be done over the phone so you can **STEP** from a virtual experience into a personal relationship as soon as the event is over and done.

## **S** (Sets)

*"I see you marked \_\_\_\_\_ sets (question 1 answer). How can I help you treat yourself to one of these specials tonight?"*

## **T** (Tme)

Pause for her answer. *"Great, let's set that up, which of these time slots works best for you?"* Show her your datebook if possible.

## **E** (Entice)

*"\_\_\_\_, I am so excited we are getting together on (date) for your \_\_\_\_2nd APPOINTMENT and you marked you wanted to \_\_\_\_ (question 3 answer). If I could show you how to get up to \$100 in free product,*

## **P** (Partner)

*"You know I want to work with you, right? You are \_\_\_\_ (sincere compliment) and I think you would be a great addition to our family. Now, you may not want to work with me and that is OK. I see you marked*

If yes, have her fill out her agreement online or send her an electronic agreement and call your Director!

If she has concerns but not a definite no: "Great! What else about Mary Kay intrigues you?" (Do not overcome objections at this point; just acknowledge that they are legitimate concerns?)

*"Can I give you some food for thought? Could we take a few minutes to do a Dream Session? We can talk more about your DREAM LIFE and see if Mary Kay could support any part of making it your REAL LIFE! This may not be for you now, however, you would have enough information to make an informed decision! You would be under no obligation and it would set you up to be a part of our Prestige Client program."*