

David Cooper 85 second Closing Scripts

Sales Close:

1. **Relaxing Question:** _____, were you as excited (*lean forward*) about how good you looked in that mirror as much as I believe (*touch your heart*) you were?
2. **Driver Seat Statements:** (*suck in breath through teeth*) You know your situation a whole lot better than I do... (*shoulder shrug*) it's up to you I'll work with you either way. You can cash, check, charge with Visa, MC, Am Ex, or Discover, do the payment plan...OR do the hostess special...sooo...
3. **Choice Question:** Would you rather splurge and (*touch your face*) pamper your complexion with the (*fingers make small signal*) extra touch of class that comes with the "I deserve it all" Roll up bag where you choose any 4 sets and get the roll up bag for free (*touch heart*) or the ½ bag where you get to choose any 2 sets and get the roll up bag for ½ price—or would you feel better just starting with the TW basic skin care set that starts at only 54?
4. **Release Statement:** (*shoulder roll/shrug*) Whichever you would rather do will certainly (*touch heart*) be fine with me.

[[[SHUT UP—LOOK DOWN AT SALES TICKET—FOR 4 SECONDS]]]

Hostess Special Rebooking Approach:

_____ were you as excited about all that our hostesses can earn for having a party in the next 10 days as much as I believe you were? (*smile and nod*)

With 8 guests there, you will earn up to \$80 (or even more!) in FREE Mary Kay Products! We need a minimum of 4 guests up to a maximum of 8 guests to receive the most free products for you. Sooo with 8 guests you will earn up to \$80 (or even more!) in Free Mary Kay products! The best part is that you can take \$40 off of your bill today! (With a minimum \$80 purchase today) Then at your party, each extra guest you have up to 8 guests gets you an extra \$10 per person! Wouldn't that be AWESOME!!!

I appreciate you having the party but I want to make it the easiest for your schedule. (*shoulder roll/shrug*) Would you rather have your party during the week, on the weekend, or right after the weekend? Whichever seems easier for you (*touch heart*) will be fine with me.

[[[SHUT UP—LOOK DOWN AT DATEBOOK—FOR 4 SECONDS]]]

Once she agrees to the date, get a postdated check for \$40 for the date of the party or a credit card number to hold the \$40 that was deducted from the bill for the party date.

Recruiting Appointment Approach:

_____ there's just one more thing I'd like to say because I believe it. (*suck in breath*) I believe you could be good at Mary Kay. I really do.

Tell me, with the proper training don't you believe you could do most of the things that you just saw me do? (*smile and nod*)

(*nervous giggle*) It will 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-maybe \$2000 extra cash part time for your first 30 days.

Would an extra \$1000 or more per month part time be helpful on a consistent basis right now? (*smile and nod*)

(*suck in breath*) My schedule is kind of tight. Could you stay for just a few minutes after the party? (*shrug shoulders*) Or would tomorrow around noon or maybe later in the day really be easier for you? Whichever seems easier for you will be fine with me. (*touch heart*)

[[[SHUT UP—LOOK DOWN AT DATEBOOK—FOR 4 SECONDS]]]