

How to have a FANTASTIC CLASS!!!

Sales Skills 101

by Charlyn Eschette, Senior Sales Director

1. Attitude (it's 90% of your success - 10% skills!!!.....GET PUMPED UP!)
2. Opening of Appointment:
 - Arrive 30 minutes early – BE EXCITED!!!
 - Item's on Table include mirror/tray, catalog, profile, pen & color card, 2, and powder card to match foundation, cotton balls, mascara wand, client questionnaire.
 - Cadillac Collection Roll up Bag placed under each person's chair
 - Coach your Hostess with the 4 Point Recruiting Plan (who's coming that might be good doing what I do, offer her some free products if anyone she referrers to you becomes a consultant, pick a person at the class & offer them the career...offer the career to the hostess!)
 - Coach your Hostess to give each person a Satin Hands treatment as they arrive before the class.
 - Coach your Hostess to introduce you with the Introduction....by David Cooper (on website)
 - Have the guests complete their profiles
 - Match foundations while they complete their cards

3. Body of Appointment:

Get your Energy Train moving up the hill!!!

Use your flipchart & just follow along (it's on the website!)

On the hostess page—PRAISE YOUR HOSTESS!!! Crown her, give her a small gift—ROMANCE the position of hostessing!

Let them know they can ask any questions at the quick 1 on 1 time at end.

Be interactive

Ask positive questions & flip your hand up!

Tell a powerful short I-story just before color is applied

Play the tickets game (they ask questions about the company, get tickets, draw for a prize!)

DO NOT apply customized color lip and eye liner – save that for a special “1 on 1 Glamour Makeover” at their follow up appointment—Romance this upcoming appointment.

4. Close of Appointment:

Do a table close (show Cadillac Collection)

Tell them to open their Collection & take out any products they feel they would not use.

Let them know you have products on hand & you will deliver anything else they may need.

Let them know you take Check, Cash, MC, Visa & Discover & you have Creative Financing!

Ask who needs to go first & do individual closes with each person

3 Closes per guest IN ORDER.....

1. Sets Close
2. Booking Close
3. Recruiting Close

HAVE FUN !!

