

HOW TO CLOSE FACEBOOK LIVE SESSIONS!



REMEMBER THE 4 B'S

Buy, Book, Besties, Become a consultant (or book opportunity chat)! You want to follow this script whether you are closing a guest who was on live or watched the replay.

1.BUY

"Thanks so much for joining the session! Did you learn anything new?"

" I like to make a yes, wish and no pile! A "yes" pile means "yes, I love this, I want to get this today!" A "wish" pile means "I like this, but maybe for later" and a "no" pile means "I would not put this on my face ever again, respectfully" lol. So do you have that paper from the sample packet that my director reviewed on the live with the different products that we used today?"

"Okay, great! Where would you put..."

Proceed to review each product from the session with them so they put each product they tried in a pile. It's helpful to have the specific placemat from the session in front of you (which can be found on theriseunit.com) It's also helpful to record their "wish" pile, so that you remember what to recommend your customer in the future.

Once they have made their piles, if they have products in the "yes" pile, get the retail total plus sales tax + shipping (if you are mailing it to them) so that they can pay you. Make sure they know all the ways they can pay you (card, Venmo, cash app, check, etc.)

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2. BOOK

"So now we are going to book your next session because you get to try new samples that you didn't get to try today! Which session were you thinking of joining _____ or _____?"

Your director will mention the upcoming sessions during the Facebook live, so you will already know the two class options they can book for. Booking your customer for a second or even third appointment gives you the opportunity to layer them and to expose them to other products!

"Awesome! I will put you down for _____(session) on _____(date). Let me grab some quick info for you so I can get those new samples sent out."

Refer to the New Consultant Booking Script to see what questions you need to ask them.

3. BESTIES

"I want to make sure you get your free product from me, how many people did you write down on your "Fabulous" paper?"

If they wrote down names, make sure they send you a picture while you're on the phone with them. If you skip this part, they are less likely to send you the names when you get off the phone, and then you miss out on those referrals.

"Great! I'll include your free products with your other items."
(or if they didn't buy anything)

"I'll get your free products sent out to you."

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"Would you like me to invite these people on this list to your next session that we booked? Just for having three new people do a session with me, you get to choose \$25 of free product from me! Who were you thinking of inviting?"

Reminder that you can tell them about the \$25 of free product for inviting three friends even if they didn't write down names. Sometimes, guests feel more comfortable inviting people themselves. Just because they didn't write down names, don't assume that they don't want to share their friends with you.

4. BECOME A CONSULTANT/BOOK AN OPPORTUNITY CHAT

"So I have one more thing for you! Did you get that bag of microwaveable popcorn in your mailer? On that bag is a paper with a QR code on it. If you go to your phone's camera and act as if you are taking a picture of the code, a link pops up that you can click on. It will take you to a video of my director, Rachel, telling her story about what Mary Kay has done in her life. My only job is to get other people the information about Mary Kay because if the person who shared with me pre-judged me or assumed that I didn't want the information, my life would be totally different. I don't know if Mary Kay is for you or not, but would you just be willing to watch the video link?"

"Just for watching and connecting back with my director and I for a few minutes over the phone, you get a free gift from her! I'll add us to a groupchat with her so that we can figure out a time when we are all free for five minutes to jump on the phone. Thanks so much again for joining today!"