

# OVERCOMING SELLING CONVERSATIONS

## **I can't afford it:**

I completely understand! I felt exactly the same way. Would it help you if we split it into two payments? We can put some on a credit card and some with check or cash? Could you handle \$90 today (instead of talking about the \$180) (Please don't bring up hostess discounts yet because you don't want to lose today's sale.) You may also say: How would you feel about starting with a smaller set, for example, the cleanser and moisturizer for just \$? If still no, suggest: Okay, that is not a problem at all! What we will do is create a wish list and a take home list for you today and I will go through all the products that you tried today, and you can just tell me which list you would like for me to put it on.

## **I just bought a supply of another brand:**

I understand how you would feel then because that's a quality product. Did you like the way your skin felt tonight after using Mary Kay? That's wonderful! How long do you think the products that you have at home will last? Are there any products in the skin care line that you don't have at home that you would like to get today? (Example: Kelly, since you have a moisturizer, but not the cleanser and foundation, how would you feel about starting off with just those products today?) Continue gently going through the Look Book to upsell other items she wants to purchase today or prefers to put on her wish list. I would also say: "If you did get this set that works together, you could use it together for 2 weeks and see the benefits and then use up your other stuff in between or afterwards in the morning or evening."

## **If they still say no:**

That's OK. I'm glad you're using a quality product and I really appreciate you being honest. How long do you think your other products will last? Let's say they reply: "about a month". Would it be OK if I call you back in a month and check on you? Don't stop selling until they stop buying, however! Remember to review all the items they used, circling in the Look Book, asking about each one.

## **I'll just take a lipstick and some mascara:**

Great! You looked so pretty in those! Write products on sales ticket. I see you wrote down you loved that Miracle Set. Would you like to add that to your collection? Remember to review all the items they used, circling in the Look Book, asking about each one.

Some of this is just "par for the course" in sales! Your job is just to follow up and begin building the relationship with her! Remember that how she FEELS when she is with you is very important. You want her to come back!

## **My husband would be very upset if I spent all that money on cosmetics:**

I appreciate your honesty and I completely understand. You'll be glad to know that the 100% Satisfaction Guarantee applies even to husbands. If he was in favor of it, is it something you'd like? What I've found is that men are visual & could see what you're getting for your money! How would you feel about getting the set you'd like so he can see what you are getting with the understanding that if you take it home and it doesn't work out, you can always call and return it?