

# Pat Campbell's "Roll-up Bag" Close

Place mats available on [unitnet.com/patcampbell](http://unitnet.com/patcampbell)

Put roll-up bag on table, in the middle...nothing else. What the eye sees is what the eye buys. If you clutter your table, you will confuse their minds. If their sole attention is on the roll-up bag, it automatically increases your probability of selling one. And, work ONLY from the roll-up bag. Everything you demo comes out of the bag. Keep it SIMPLE by what you bring in. Do not bring in a ton of stuff. I recommend putting everything in a small (carry-on) sized rolling bag.

I do not take product to my classes for two reasons.

1. You're going to sell so many roll-up bags, there's no way to fill that many at a class.
2. Every roll-up bag = a recruit, so I personally deliver her roll-up bag to each person individually. If they've got that kind of money, they're a quality prospect. They love your product, your concept, you, and they have the money to start. Now, let's face it, you have her check, you have her product, she wants it, so she will see you, and she'll see you immediately, because she wants it.

I see her at home if she's a stay-at-home mom, or I meet her on her lunch hour if she works. And that's where she gets her interview, one-on-one. At the class, I've given her recruiting literature and perhaps a video or tape for her to listen to on the way to work. But don't fill her order. It takes too long, and chances are you're not going to have everything, and you'll have to go back tomorrow to deliver again anyway.

The smaller orders you can deliver to the hostess and have her hand them out...after-all, that's what the other companies do. Plus this gives you a second chance to recruit the hostess!!! You can also settle her hostess credit at that time if you ran out of time the night before.

Now, what's in it for you? Let's talk about price. 4 Sets sell for approximately \$200. and you will be giving the roll up bag away for free which is \$12.50 your cost. If they buy the first four sets listed (which are the most popular) the total retail is \$212.50. Half of that is your profit which is \$106.25. Subtract the cost of the roll up bag and your net profit will be \$93.75!!!!!! If you held 2 classes per week, sold 2 rollup bags at each class, you would profit \$375 JUST FROM THE ROLL UP BAG SALES!!! Multiply that times four weeks in a month and your profit would be \$1,500 a MONTH!!! Plus you would be a star consultant in **ONE MONTH**. \$212 x 16 bags a month = \$3392 retail. Take your 60% of that to reinvest into stock and that equals \$2,035.2—Just what you need to be a star consultant including tax and section 2!!!! That's a star order going in every month, putting you in the National Queen's Court of Sales!!

## For the Class:

Print off the place mats and put them in a page-protector (preferably the protectors without hole punches in them to make them look classier). And, put something enticing about the business on the other side (I recommend something showing the Mary Kay cars in color. Put that side facing up on the table because it is very visual, enticing, very motivational and it hides your prices.) You don't want to go over prices until the very end. If they see your prices at the beginning, the people who are Wal-mart shoppers, think your prices are too expensive and put up a mental block to what you say the whole time and they'll sit there the whole time with their arms folded. Mrs. "Got rocks" who can afford anything she wants, thinks your prices are too low, she thinks your products are inferior, and won't buy because they're not good enough. So, don't reveal prices until AFTER the product is on their face, then they don't care what it costs...they're going to get it. The reason I recommend page protectors instead of laminating, is because prices are always changing and this will save money and trips to the copy store.

When you get to the class, the only thing that goes on the table (besides place mats) is the roll-up bag down the center. Each person has a sales ticket, which you call their "wish list" because you want people writing from the beginning. Working from the bag, when you finish the Basic Set, you say..."now for those of you who want younger, softer, more beautiful looking, flawless skin, I want you to write on your wish list, **SET 1**.

Next go to the Day and Night Solution.

Who would like to turn back the hands of time? Who needs a face lift but doesn't want to have the surgery? This is our answer to botax!! The Day solution protects you from the harmful radiation of the sun and irritants in the environment and the night solution renews and restores your skin!! A little dab will do you!! (squirt on back of hands) If you want to reduce the appearance of fine lines on your face by 50% then write **Set 2** on your wish list!!

"Who has dry cracked chapped lips? Raise your hand. Those of you with this problem are going to want the Satin lips set OHHHHHHHHH it's CPR for your lips! You will absolutely love this. . .it makes your lips softer, smoother, and more kissable!! (sell features and benefits) And how about those hands? Don't they feel like satin after doing our satin hands treatment? Those of you who want softer more beautiful hands and more kissable lips, write **SET 3** on your wish list.

Then show color. Romance the Custom Compact. Tell how it is made out of palleton, what your phones are made out of and that it won't crack or break and need a rubber band to hold it together!! Plus it is environmentally friendly. . .you just replace the item you run out of instead of buying an entire new case and throwing the old one away!! "For those of you who want your face in a case, write **Set 4.**"

Have them take their hair bands out and fluff up hair...give each other a sincere compliment.

### **Transitional Statement:**

"You know when I finish, people always ask me the same 3 questions. They want to know... How does this come? When can I get it? And, how much does it cost. So let me answer those 3 questions for you right now."

"Turn over your place mats and let's review what's in each pocket."

Briefly tell them what's in each pocket, no descriptions of products.

"Next thing I want to know is who in this room are my **Bargain Hunters**? Raise your hands – you know you're the type that won't buy anything unless it is on sale and you are proud of it! These are my bargain hunters! Now, have I got a whale-of-a-deal for you!

Now, next thing I want to know is who are my Power Shoppers? They come in 2 kinds. The first kind, is the woman who is too tired and too busy to shop...she hates to shop! Now, who here are my power shoppers in this room...you're proud of it...you know who you are! You just buy the whole thing to get it over with so you don't have to think about it any more and you love the fact it's a one stop shop!

Or, the other **Power Shopper** who LOVES to shop. I mean it's a full time career. Full time career because you like to look good, you like to feel good, and you want every piece of the puzzle because it puts the whole ensemble together. Am I right about that? ABSOLUTELY! Okay, have I got a whale-of-a-deal for you girls?" My power shoppers want it all, need it all, deserve it all, and can afford it all!!

Now romance the roll up bag again. . .hold it up, show how it organizes product and protects against spills!! Mention that Cooking Lite magazine listed it as a must have piece of luggage for travel and priced it at \$99.95 empty.

So, here's the deal. When you purchase any 4 sets, you get the roll up bag free. Can you believe it? The entire bag for free?!!! The most popular sets are displayed on the table tonight (then Velcro off one and put in a Velocity set and show how you can create a mother/daughter bag. Plus, we take check, cash, Mastercard, Visa, Discover, and the husband will never know plan."

"Now, we'll start with that power shopper first, because she's always in a hurry. Where is she?"  
(start with power shoppers... they'll buy more and set a precedent for the rest of the class.)

### **Individual close:**

"Did you have a good time? Great!"

"Did you learn something new? Super!"

"Don't you love the way you look? Great!"

Tonight, would you like to splurge and pamper yourself and just get the whole thing and be done with it, or would you like to just start with 1 or 2 sets? Whichever is better for you is fine for me." (and shut-up)

If they get stuck, look at the wish list. "I see that you have sets 1 – 3 listed. Is that what you would like to start with? Or are you thinking about adding a fourth set to get your bag free? If she says that's too much, then say, "well, which of the sets would you like to start with?"

After the sale, book her follow-up appointment and encourage her to have friends so she can get another set for free. (If you do the \$75 for \$25 program, she will get a \$50 set for free!!)