



Closing Time

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Hi. I'm Katie.

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*Value Proposition: Selling is An
Energy*

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A soft-focus, close-up photograph of a woman's face, likely a blonde, looking slightly to the right. The image is faded and serves as a background for the text.

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Visualization Exercise



Ideal Client: Blake

- *36 years old, SAHM*
- *3 kids, gorgeous, drives a luxury SUV*
- *Plugged in to a bunch of social circles*
- *Husband is a professional athlete.*
- *She's very intelligent, volunteer work*
- *Loves makeup, dresses impeccably*
- *Doesn't love her current routine*
- *Runs into you at Target*
- *She loves your makeup.*
- *Moment of IMPACT.*

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Ideal Client: Blake

- *Instead of the usual self-deprecation*
- *You say THANK YOU!*
- *Go outside your comfort zone & invite her over for a makeover!*
- *You knock it out of the park!*
- *She purchases Tres Leches, a Large Double Decker, Brushes, Stay, etc. and can't stop thanking you.*
- *You just had a \$600 sale!*

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HOW DO YOU FEEL?



Inside the 1-on-1

1

- Ask Questions!
- What is her routine?
- What attracted her to Mascara?
- Discovery process is critical so you don't confuse her later!

2

- Always Offer A Before & After when possible.
- She could text it to a friend.
- Go fuss with her old makeup and will come back to it later!

3

- At the close - break up the total...
- Makeup Total
- Tools Total
- Skincare Total
- SHUT UP!
- Wait eagerly & without fear.

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There is no tip or trick to this.

SELLING IS THE EMBODIMENT OF AN ENERGY OF VALUE.

It begins and ends with YOU.

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- I'm so introverted, and Katie you're an extrovert.
- I'm no good at social media.
- I don't have a big following.
- I'm not good at color matching.
- I'm not an expert makeup artist.
- Nobody will buy from me.
- I'm no good at this business.

Myths (aka lies we tell ourselves)

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ANYONE

Can have a meaningful exchange with someone one-to-one. And that's what it takes to sell. REAL CONNECTION.



TRUTH.

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TRUTH.

*You must be willing
to do the personal work.*

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What kind of customer do you currently have?

- I really love the makeup - and I want all of it but....
- I need to wait for my next paycheck.
- I need to ask my husband.
- I need to wait for my tax return.



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This client is PERFECT for you right now. Because she is teaching you about YOU.

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“If you are willing to do the personal work, I promise you - all these fears you have about selling will fade and you will value yourself, this product, your time and your life enough to be able to create and build the business of your dreams!”



It takes practice. MANAGING DISAPPOINTMENT



- Some call it “Expectation Resiliency”
- Let’s visualize your worst case scenario.

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- Denny's Waitress
- Who is at the next table?
- What should negative feedback do for us?

*Do not let disappointment
DISEMPOWER you.*

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It takes practice.

THE ENERGY IN YOUR PITCH.



VS.



*Shift your VALUE mindset.
And you'll shift your sales.*





ASK YOURSELF...

What is this worth to you?

What does it mean to you?

Get REALLY REAL with this.

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*How much do you
value your TIME?*





*How much are your
kids lives
WORTH?*

A woman's head is shown from the back, wearing a crown with several pointed, jeweled spikes. Her hair is long and light brown. In the upper left, a thin gold circle contains the word 'reign' in a cursive font. Below the circle, the text 'Am I the very best version of myself?' is written in a cursive font, followed by a horizontal line and the text 'THE ENIGMATIC WHY?' in a bold, sans-serif font. The background is a soft-focus bokeh of light spots.

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Am I the very best version of myself?

THE ENIGMATIC WHY?

*HOW ABOUT
WE START
WITH THIS
QUESTION...*

WHY DID YOU FALL IN
LOVE WITH
MASKCARA SO MUCH
THAT YOU DECIDED
TO BECOME AN
ARTIST IN THE FIRST
PLACE?



YOU DIDN'T SIGN UP
TO BE A BUSINESS
OWNER.

YOU WANTED TO BE A
CREATOR.

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Be BRAVE.



Create JOY.

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*The customer you have
currently is the perfect one.*

TODAY.

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Hard truths babes.



*Don't unfriend me.
LOL.*

I love you. This is all LOVE.

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3

DELIVER

2

EDUCATE

1

CONNECT

4

FOLLOW UP

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*The SALE occurs the moment
you open your mouth.*

A soft-focus, close-up photograph of a woman's face, likely a blonde, looking slightly to the right. The image is overlaid with a light, semi-transparent filter.

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YOU ASK FOR A REFERRAL!

Final Exercise... Setting Intentions.

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My Promise To You

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Thank You!

Whip out
your phone
and let's be BFFS!

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Mag/Caro