

CLASS 4 SKIN CARE AND COLOR APPOINTMENTS



*Also check out the Start Something Beautiful DVD from the Starter Kit
Select "How To Hold A Party"
Then Select "The Close"
Then Select "The Table Close Using A Travel Roll-Up Bag, with Auri Hatheway"*

Dash Out the Door vs. Color Follow Up – why 2 appointments?

The Dash Out the Door party focuses on skin care, which is the bread and butter of your business. You want them to feel their skin, see the difference, and fall in love with our Miracle Set. We do a 2 minute Dash Out the Door look so they have a natural daytime look.

We then book a follow up appointment for glamour. This allows you to spend some one-on-one time with your client to customize her look.

This is also your BEST way of booking a party! The more follow-up appointments you do for color, the more sales you have, the more parties you have, the more team members you have, etc.

Table vs. Individual Close

We close the Travel Roll Up Bag with everyone seated together at the table. However, we close sales and book follow up appointments individually. MEMORIZE THE TWO CLOSES 😊

Customer Service

We are known for our Customer Service. It's what sets us apart. Take care of your customers and they will never leave you. Here are some tips for world class customer service:

- Preferred Customer Program (PCP):
Enroll your customers in PCP! For just 70 cents per name, MK will mail a new Look Book with samples to your customer's home. If you tried to do this yourself with the Look Book, samples and postage it would cost you about \$2.10 per customer. What a savings! You will also be eligible to order our new products before they launch each quarter. Watch your emails to know when PCP Enrollment is open.
- Gift With Purchase:
Give a gift for every reorder that is \$40 or more. You can get the quarterly gift on Section 2 from Mary Kay. The gift is one per person, per quarter. You may also give a Section 1 item such as an eye shadow or a hand cream.
- Follow up:
Use the 2+2+2 Plan. You want to follow up in 2 days, 2 weeks and 2 months.
 - *2 days you want to make sure they are using the product correctly and make sure they are happy with their products.
 - *2 weeks you want to check with your customer and make sure the product is starting to give them the results they want and make sure they haven't had any reaction to the products. A lot of times our customer will not call us and let us know they are having issues.
 - *2 month, call for reorders. This is about the time that they will be running low on product and you want to show them that you care about them as a customer and that you are keeping track of them.
- Monthly PCP Email Sale:
You may want to consider sending an e-card (can be done on www.marykayintouch.com) on a monthly basis to your customers offering them a special. You can do 20% off of lip items, buy 2 get 1 free, etc. Use your judgment and ask your Sales Director for ideas. Customers like knowing that they are getting deals that aren't available to everyone else.

Color Appointments

Samples or Full Sized Demos?

Full sized demos are most cost effective than purchasing samples from the company (and they count towards your retail production!). It is suggested that you demo out one of every eye color, cheek color, lip color, lip gloss, lip liner, eyeliner, powder, and concealer. You can choose whether you want to do this right away or build up a set over time. If you choose to use samples, you will want to have a set of each of the color cards as well as lip liner and eyeliner samples.

If you are using full sized demos it is imperative that you keep them sanitary. You will want to purchase a set of alcohol swabs to keep in your starter kit. Swab all liners and lip colors before and after use.

For eye colors, the client cannot “double dip” into the eye palette or it will become contaminated. Use the sponge tip applicators from your starter kit, rub each side in the color, and the client can use one side for each eye. Do not leave the palettes out in front of the customer because they may double dip without you knowing.

Lip glosses may be smeared on the tray and the client can apply them with her finger.

Skin Care

Start by having the guests do the skin care quickly on their faces. Use the 3-in-1 Cleanser, Eye Cream, Moisturizer, Foundation Primer, and Foundation. You shouldn't go into detail explaining each product because you did that at their first skin care appointment. If she has not already purchased the Basic Skin Care Set, this is a good way to revisit the skin care they see how fast it really is to apply. If she has already purchased a Basic Set, you may choose to demo the Microdermabrasion Set at this appointment.

Concealer

Explain the benefits of using concealer. Concealer can be used anywhere they need extra coverage for blemishes, discolorations, etc. Yellow concealer hides dark circles under the eye. This is also a great time to remind them about our Microdermabrasion product since it will clear up blackheads, reduce pore size, and take away discolorations.

Eye Primer

Start by applying the Eye Primer to the back of your hand. Select an eye color and apply it with a brush to the area of your hand where you applied the primer. Next, apply the same eye color to an area on your hand where there is no primer. This will show her the drastic difference between an eye that is primed vs. one that is not. Be sure to explain that the primer helps the eye shadow stay on their face, as well as neutralizes the natural skin undertones to bring out the true color of the shadow.

Eye Color

You have a wide variety of color cards that came in your starter kit. Simply show them all to your hostess and let her pick which one she wants to try. There are three types of eye color: highlighters, midtones, and accents. She can apply them according to the eye diagrams on the color card. Don't be nervous! You will be pleasantly surprised at how simple this is!

Highlighter – gets applied on entire lid up to the brow. Women who have a lot of fine lines around their eyes should use a matte color because shimmer accents wrinkles.

Midtone – These colors are typically matte. Our most popular midtone color is Hazelnut. Apply this to the entire lid.

Accent – This is the most fun color! This is the boldest, deepest, darkest amount of color. Use this as your “windshield wiper” color, going back and forth and back and forth in your eye crease.

The trick is not to blend as you go. Once all 3 colors are applied in a paint by number fashion, simply go back to the highlighter color and use it to blend the 3 colors together.

Eyeliner

Each color card will suggest an eyeliner. Most ladies will naturally choose a brown or black liner. Let her play around with the colored liners too! Most of them are not as bright as you think they would be, and really compliment the eye colors well. Line the eyes $\frac{3}{4}$ way across and blend. You can also have them put a little bit of their midtone eye shadow under their eye to give them a smoky look.

Mascara

Have her apply the Ultimate Mascara to her top and bottom lashes. Mary Kay does have a waterproof Mascara, but this is only necessary if they request it. Our Ultimate Mascara wears very well.

Bronzer

Have her suck in her cheeks and make “the fish face.” Apply bronzer in the hollow of her cheek. Remember to use the matte bronzer if she has large pores or any other imperfections in this area.

Cheek Color

Have her smile and apply the color to the apples of her cheeks in a circular motion.

Satin Lips

You can have them use the Satin Lip mask to get their lips smooth. Don't use the balm since you are going to apply lipstick and gloss. Be sure to tell them that the balm works for 6 hours and is great when used before bed.

Age-Fighting Lip Primer

100% of the women who tried this in the clinical study saw a decrease in the lines on their lips. It helps prevent the signs of aging on and around the lips. It also serves as a primer for lip liner and lipstick which will help it stay on longer. Apply it all over the lip and just around the edge of the lips.

Lip Liner

Start in the middle of the top lip and first line the “v” of the lips. Now draw short feather like strokes from the middle of the lip out to the left side, then the right side. To line the bottom lip, start from the middle, and then, once again, draw short feather like strokes from the middle to the corners. Lining just on the inside of the lips will make the lips look thinner. Lining just on the outside of the lips makes them look larger. Choose a lip color and then apply gloss as well. Applying gloss just in the middle of the bottom lip will make them appear fuller.

Lip Color

Lip color is a very personal thing to most women so have a variety of colors available to choose from.

Color Insider

The company has a great tool available for purchase on Section 2 called the Color Insider. It is a binder that walks you through various face shapes, eye shapes, skin tones, etc. It also gives bridal techniques, natural looks, and just about anything else you can think of! There is also a DVD that can be purchased that walks you through a color appointment.