

**Keep the Business
Simple !!!**

**ALL YOU
NEED
TO BE GREAT**

**Get Great at
these
Benchmarks!**

Each of these topics are thoroughly discussed by your Director during our unit meeting sessions, conference calls and one on one appointments with Director.

A The Class Opening

B. The Product demonstration

C. Getting Referrals

D. The Table Close (going over the Sets and the Deals)

E. The Sofa Close.(Individual Consultation **How to share the opportunity.**

F. The Q and A game about the opportunity.

G. Closing the opportunity after Q and A game

I. Setting up an appointment with guest to listen to opportunity outside of the skincare class environment.

J. How to conduct a opportunity sharing appointment.

K. How to close the sharing of the opportunity and have plan for follow up either to begin her business or to enjoy customer relationship.

L. Networking—Become great at building a quick report with women on the go.

Time management.

Money management

Emotional management

Skills management.

If you don't manage these things, "they" will manage you!



The best way to approach training is one step at a time.. and in DOING you learn.. you can't wait till you are GOOD to get started!.. keep this list and check off when you feel you've mastered the skill.

You've heard the quote, "a class worth booking is a class worth coaching".. right? Right.

Well it's even more important to take care of "business" while you've got opportunity right?

A skincare party done right.. will bring you ultimate skincare customers and recruits, and

new parties for next week-Plus loyal customers who are confident that their consultant is the "best of the best". Follow these clear objectives to have a fantastic party.

Open the class with these objectives (this is not word for word but rather points you want to HIT!)

1. Pinkalicious. As women enter give **tickets** for every one item of **pink** they are wearing. Have the hostess help you give out tickets to speed things up.
2. Play "fun" up beat **music** while guests are walking in. Take "**Before Pictures**" of each girl if doing a makeover contest.
3. 3. Pinkalicious: do a **door prize** drawing then explain how they will pass around the **PINK (boa or pink sunglasses)** passing to the left every time they hear the word **ULTIMATE**.
 - o Bring hostess up and give her **MK bucks** earned so far.
 - o Introduce yourself and your service
 - o Introducing the company use **flip chart** for this or new **lpad app**.
 - o Introducing the **color appointment**, sell the sizzle of the color insider book and the makeup brushes they will learn to use at the makeup lesson. **Show all the looks and discuss who might like each one..** " you will want to learn this look if you love to look natural but on trend." Then go around the table and ask each which look she would like, and get a preliminary date of apt. (have 8x10 framed photos of 4+ looks to choose from, look book has them in it.. or choose others.. up to you but must have a visual)" so debbie which look would you like to have fun learning? Great.. now I teach makeup lessons on Friday night and Saturday morning generally which is better for you a Friday night or Saturday morning. Good.. would this Friday or next Friday be best for you? Great, (write it down,) now susan.. which look would you like to have fun learning? ...and so on. Till each has selected. Then remove the framed photos to reveal the Ultimate miracle collection. All divided into their individual sets.. do not put them in a long line..



o Introduce the concept of a skincare routine to all. Relating it to exercise etc. you can't get more muscles if you only work out once a month. Talk about brushing their teeth... prevention.. we don't begin to brush our teeth after we get a cavity.. we can't begin skincare after all the damage is done.. etc. Spend enough time here to see a "shift".. you want them ready to change their morning routine commitment.

- That today they will do **HALF** the face so they can determine for themselves if the product makes a difference.
- They will not be sold anything but the product will prove itself one way or the other.
- There is never any obligation to buy but if they want to they can use **mc, visa, amex, discover and payment plans**.. yes.. if you want to have the ultimate miracle in your home.. I will find a way to make that happen for you.

The body of the skincare class

Focus on the Ultimate Miracle.. use it over and over and over.

The basic 3 piece as the core.. keep reminding them about the core.. **every MK product works IN CONJUNCTION with the core products**.. cleanser, moisturizer, foundation.. today we will just stop after the cleanser and try some powerful anti aging products.. the POWER TOOLS.

Stopping after the cleanser to do some "power tools"

Consistent reminders of the ease and speed of doing this new program at home.

Cleanser/micro 1 and 2,day solution on half of face

Night solution on underside of wrist

I story(2 sentence recruiting statement- before MK I , I enjoy the freedom and income+ I am being training by women who have earned multiple career cars and have earned thousands and thousands of dollars with MK and I have never been so confident about my financial future)..something like that...

Name game to get referrals (2 minutes race names and numbers) award 1st and 2nd place winners if you have more than 4 guests.

Eye cream

Moisturizer

Foundation (yes on half of face)

Look in mirror.. feel spot where microderm was . check out softness of face, etc, look at how much better foundation make us look.

Different kind of foundation if possible or the same.. on the other side of face so they leave looking even.



The Table Close

- Go over each product of the ultimate miracle getting audience participation to see if they can remember major reason why we use it and when.. keep it fun..
- Remind how quick it is to do every morning and eve.
- Assure them they can use the [ultimate miracle for less then a cup of coffee a day](#). Pay the price now in the new routine.. or pay the price 5 -10 years later doing more drastic procedures .. we pay one way or the other don't we.. ? Health example.
- Go over the deals
- Get the audience to show you they have the deals down.. ask questions.. (what do you get if you get 2 sets?..etc)
- **Pinkalicious**- who has the pink sunglasses? Give 10 tickets to her for door prize.
- Pass out deal sheets.
- [Explain they will each get a couple of minutes privately to discuss the color appointment and any buying decision they want to make.](#)
- We take MasterCard, discover, amex, visa. And payment plans.. in other words.. if you really want to get your new skincare health routine started, you want to find a way to make that happen for her.

Segue into Q and A time or the individual close. (see handout on how to do close/ and q and a time) If doing the pinkalicious you'll be doing a door prize during the opening, one during the name game, and one at the end of the table close.. up to you really...

"ok ladies now it's time for Part 2 of the pinkalicious Party where the rest of the door prizes will be given out.. let's pass the trays in and I'll pass out our pinkalicious snacks. (pink lemonade, pink wafer cookies, pink cupcakes.. just something you can pass out easily on a 6 in plate or napkin.. they will eat as they ask questions about the business.)

We're going to continue the fun and compete for tickets into the door prizes.. Remember the more tickets you get in the door prize the more likely you will be walking out of here with free Mary Kay. So don't be shy. I am going to give out one ticket to you for every question you ask me about how we make money in Mary Kay. This is a great opportunity to ask question about the business without feeling any obligation. This is just fun and informative. (pass out clappers and encourage group to clap for those with really good questions.) FUN!

- Give out a few "teaser" thoughts..so stimulate questions.. maybe share a few facts that can WOW the group.
- Go through Q and A.. finish when you feel you've taken long enough and have gotten all the information out.
- Pass out **Think Pink Sheet**- use for **GRAND DOOR PRIZE**.
- Pass out recruiting sheets you like to use.
- Do door prizes
- Do Grand Door Prize.
- Offer gift to any who want to hear more in detail.. a one on one sharing appointment. Then give them a recruiting packet with CD. They get the gift at the appointment. Play music again as everyone finishes up their chit chat and you fill their orders.. the music will keep everything light and fun.



Some Absolute Do's For Your Mary Kay Career



1. **DO** wear tailored dresses and skirted suits to ALL skin care classes, meetings and recruiting interviews. Research shows that a woman in a skirt inspires trust, appears better educated and looks more professional. That's the Mary Kay Consultant and Future Leader. Pantyhose and close toed pumps are preferred.

2. **Do** tell your invited guests to dress PROFESSIONALLY when attending an MK event with you.

3. **DO** wear ALL of and ONLY Mary Kay skin care, body care and color products, Preferably all of the time but definitely to skin care classes, selling appointments, meetings and recruiting interviews. A color 101 look should be considered part of your uniform.

4. **Do** be positive about your business at all times, especially at meetings. If you had a prospective recruit present, would you want that person to hear a Consultant complaining about a problem?

5. **DO** make it a priority to attend EVERY unit meeting and as many functions as time will allow. You will gain ideas at every function that will help you reach your goals and your business will grow. **DO** bring a friend, customer, hostess or prospect to every meeting. They may become your newest recruit!

6. **DO** allow your customers to do all of their own applications at skin care classes and facials. They will have confidence that they can recreate the look themselves. In some states, it is illegal to touch another persons face if you are not a licensed cosmetologist, so make it a rule of thumb to not do it!

7. **DO** sell the basic skin care steps together to the first time user. It is a company policy never to break the set except to established reorder customers. Breaking the set inevitably results in dissatisfied customers and usually a return for a refund. Learn how to explain the reason for using the products together to your customer's satisfaction during your presentation.

8. **DO** have respect for your sister Consultants. Selling or recruiting another Consultants customer or prospect is unfair and it does not promote the "Do unto others" philosophy. Always ask if they already have a Consultant.

9. **DO** follow the terms and conditions on the Beauty Consultant Agreement you signed. Consultants are not allowed to sell products in a retail environment. i.e.: Flea markets, beauty shops, booths, etc.

10. **DO** call Mary Kay before you do any advertising. All advertisements must be approved by Mary Kay. Yellow Page advertisements are available to Sales Directors ONLY! Business cards, letter heads, checks, etc with Mary Kay written on them must be printed by a Mary Kay approved business. MK connections is your source for these items and is on your MK intouch site.

