

Simplified Skin Care Class Outline

Before you begin your class, have each guest:

Fill out their Profile Card

Select Foundation color

Try Satin Hands

(Satin Lips can be demonstrated at this time too)

Thank Hostess in front of Everyone!!!!

Have everyone introduce themselves

Introduce Self & Romance Hostess Position

Ask Power Questions:

(examples)

How many of you know that Mary Kay is the **#1 Best Selling Brand of Facial Skin Care**

and Color Cosmetics in America... and that we have been for 9 consecutive years?

Did you realize that according to the Wall Street Journal, **Mary Kay has the highest paid**

women in America? That more women earn over \$50,000 per year with Mary Kay, than any other company in the U.S.?

Have you ever gone to the cosmetic counter or department store and purchased something...

when you got it home, it was the wrong color or too oily/dry? How many of you have a collection of buying mistakes.. Well, that won't happen with Mary Kay.

Can you see the advantage of trying before you buy...especially with cosmetics?

How many of you know that Mary Kay offers a 100% satisfaction guarantee?

Sit back.....Relax and get ready to be pampered with Mary Kay.

Tell what you're going to do

Then, begin your Skin Care Demonstration

Cleanse, Moisturize

*Benefits & percentages (read from Beauty Book)

Demonstrate: Day Solution on back of Hand, Night solution on Elbow
Day & Night Solution.....

*Benefits & percentages (read from Beauty Book Pg 7)

Announce Miracle Set sells for 104 (never say Dollars)

Announce Basic Time Wise Set sells for 54 (never say Dollars)

Foundation

Show the Microdermabrasion Set and Demonstrate Timewise Eye Firming Eye Cream on the back of the hand.

Announce price of Ultimate set (189)

Offer get a Free Roll Up Bag for purchasing this set today. (Page 19 in Beauty Book)

Face Race.....

Closing: “Now my favorite part... I get to show you our incredible sets!”

(Review the sets for Create a Roll up or other specials you may have)

We take Visa, MC, Discover, check or cash.... We even have a Husband Will Never know it Plan.

How many of you like to win prizes? (flip hand up fast) Great!

*Option 1 Now I'm going to share our More About Mary Kay sheet with you and have a

drawing for a door prize! (or give raffle tickets) (Go through the sheet with them and collect for a door prizes.)

*Option 2 Anyone that listens to our Mary Kay Hotline in the next 24 Hours (It will take

about 15 minutes to listen to the pre-recorded message). If you're willing to do this I'll give you a lip gloss for listening. Also today you will get \$5.00 off your purchase for making this promise to me.

Have the hostess serve refreshments while you individually help each guest with her order.

- Did you have fun tonight?
- So, how does your face feel?
- I see if money were no object, you'd want _____, but what does your pocket book say? What do you want to purchase tonight?

Write up her order....

Set date for Check Up facial....See if she wants to invite a few friends to get Hostess Credits.

Select at least one person to hear more about Mary Kay.

A great way to insure future appointments is to mention CHECK UP facial several times during the skin

care class. Since you spend very little time on color in the Face Race, your customers will want to

schedule another appointment with you. If they share their Check Up Facial with a few friends, you can

*give them hostess credit (free product). A fun game to play during the class is every time you say **Check***

***Up Facial** the first person to raise her hand gets a ticket.*

After the class....

Clean your mirrors for next class

Add customers to PCP on website

Follow up with anyone that did not purchase at class.

Fax “More About Mary Kay” sheet to Donna (910) 426-7056

Fax, bring to meeting or mail within 3 days at the very latest