

# **Outline For Your Party**

- Hostess demonstrates Satin Hands and Satin Lips**
- Fill trays with cleanser, moisturizer, eye creams, day/night, foundation primer, & concealer**
- Guest to select cheek & lip colors**
- Introductions, MRSCAB purse game, Tell your Why Story**
- Move to Table**
- Thank Hostess and explain, Virtual Makeover and Hostess Credit**
- Explain 2ND APPOINTMENT Box Game**
- Explain Create a Roll Up, Close Satin Hands Set**
- Show Eye Makeup Remover Keep on mascara and liner, Cleanser & Moisturizer**
- Show Day/Night Solution**
- Do Miracle Set Close (see script) and offer Bedtime Beauty Theme**
- Show Eye Set offer Eye Cream Social Theme**
- Do Flawless Finish**
- Do Dash Out the Door Set offer Day to Diva Theme**
- Do Hand Close (see script)**
- Name Game & Show your Portfolio Book (see script)**
- Party Close(see script) ...Go over specials**
- Closet Close (see script)**
- Individual Consultations to book, sell, recruit (see script)**
- Have Hostess take pictures while you are doing individual consultations**
- Do prize for 2ND APPOINTMENT “Box” game & most tickets**
- Go to car and get products**

# **Outline For Kitchen Coaching**

**Arrive 45 minute prior to Class Start Time**

- Set table & unpack mirror bags for each guest**
- Start 4 Point Recruiting Plan**
  - 1. Ask who she has coming & a little bit about each person while you're setting up**
  - 2. Do MRSCAB or some type of marketing**
  - 3. Offer referral reward if they refer someone to you that joins & places an order**
  - 4. Interview at least 2 people from party**
- Neatly arrange products on table**
- Lay out color cards or eye color samples**
- Lay out cheek and lip color samples or full size**
- Display 2 wrapped gifts for prize & ticket giveaways**
- Go to sink and set up Satin Hands & Lips**
- Find location for Individual Consultations, have calculator, hostess & recruiting packets ready**
- Start Private Makeover with Hostess**
  - Use 3 in 1 Cleanser on entire face**
  - Microderm on one side of face**
  - Moisturizer on entire face**
  - Do complete eye look with 3 eye colors, eyeliner & mascara**
  - Follow with blush, lip liner & lip color**
- Coach Hostess on Satin Hands and Lips**
- Greet guest as they come in & fill out their profile cards**
- Hostess does Satin Hands & Lips on guest**
- Guest will pick out eye, cheek & lip colors**
- Match their foundation shade & concealer, put on tray**
- Decide skin type & put cleanser & moisturizer on tray**

# Opening in the Living Room

We are going to play a little game for you to win some fun prizes and find out about the company behind the products and the woman behind the company.

Mary Kay Ash started the company 50 years ago as a single parent. Her dream was to create the perfect company for women.

A company that would allow women to be paid what they were worth, have no quotas or territories, and keep their priorities of Faith first, Family second and Career Third in that order.

She wanted a company that would have unlimited earning potential, free car program, retirement and Cinderella prizes, plus world class trips to some of the most exotic places on the planet!

Mary Kay invested her entire life savings of \$5,000 in this company against everyone's advice because of her dream that One Woman can make a difference. One month before the company opened her husband died of a heart attack and her son, Richard stepped in to help her run the company.

Fast forward 50 years later and Richard still runs the company with his son Ryan, who was handpicked by Mary Kay, before she passed away in 2001, to take over.

Last year we had over 3 Billion in worldwide sales.

We tripled our sales in the past 10 years.

We are 100% debt free, privately owned and operating in 37 countries! By the way who do you know that lives in Mexico, Brazil or Canada?

Mary Kay is a Top 10 Global Brand and was just selected by the Brand Keys marketing company as the #1 Skin Care and Cosmetics in Brand Loyalty and #12 in overall Brand Loyalty (Apple, Amazon, etc) and the only cosmetic line in the Top 20!

Another part of our MK culture and legacy is our Charitable Fund. Last year over \$3 million dollars were donated to Domestic Violence Shelters around the country and 1.3 million donated to cutting edge research to help find a cure for cancers affecting women!

I joined Mary Kay because:

I have enjoyed my Mary Kay:

My Mission with my Mary Kay business is to:

I am looking for women who are **joy-filled**, (you will recognize based on how they introduce themselves) **hard workers** (find out who started working the youngest) and **team players who like to win** (find out who has ever played on a sport or something competitive)

## **MRSCAB Purse Game**

***Ok Ladies, are you ready to play another super fun game! You will need your purse for this one! I am so excited to share with you some wonderful facts about Mary Kay!***

***Did you know that there are 6 main reasons why women chose to start a Mary Kay business? As I go through each one, I am going to call out a letter and you'll go through your purse as fast as you can and find something that starts with that letter, if you don't have your purse find something in the room!***

***The first one who finds it will get extra tickets! Are you ready?!?!?***

**Go through your book quickly**

# Opening at the Table

*"I want to welcome everyone and thank you for coming. My name is \_\_\_\_\_. Tonight you will get to experience our patent approved Time Wise product that just received the "Good Housekeeping Seal of Approval" for the 2<sup>nd</sup> year in a row". "Tonight we will be working with your Skin Care and treating each of you to a "Dash out the Door Look" and we close with my favorite part, the individual consultation, where you can let me know how I can be the best beauty consultant for you based on your personal needs and preferences.*

*We will focus on Anti-Aging and I will show you the techniques we used on YOUR HOSTESS earlier this evening. Doesn't she look great? (Place the crown on her head or boa around her neck and say) "She is our Queen for the Day"...everyone please give her a round of applause.*

*She has just applied her glamour look that she selected from her virtual makeover. Tonight I will take your picture, get you set up for your very own Virtual Makeover and you will have the same opportunity to experience a personalized look at your 2<sup>nd</sup> Appointment.*

*Will each of you share what you like the best about her new look? The person who "oohs and ahhs" the loudest will get extra tickets for this wrapped gift. "Let's practice" (have hostess give out tickets). Tonight \_\_\_\_\_ is earning up to \$\_\_\_ in free product.*

*Does anyone here like to play games! SEE THIS BOX? Every time you hear me say "2ND APPOINTMENT I want you to shout out "BOX" and the person who ends up with the box at the end of the party gets to take this gift home tonight.*

*Does everyone have their "CREATE - A - ROLLUP sheet? Guess what! You will get to experience all of these collections between tonight and your 2ND APPOINTMENT (BOX) DOESN'T THAT SOUND FUN? This sheet becomes your "Wish list", and tonight as we will be working through the collections and you can circle any of these sets when you think: Oh I'd love to treat myself to this or I'd love to earn this or I'd like somebody to give this to me as a gift. Just take your pen and circle it.*

*Let's start with our Set #\_\_ which you just tried, this is our Satin Hands and Satin Lips Collection. Go ahead and circle this if you liked the way your hands and lips felt.*

# **Miracle Set Close**

***Are you ready to learn about skincare! Let me show you how quick and easy this is to use in the morning and evening. Give out tickets to the first correct answer.***

**Pick up the cleanser, show them a line-up of products so they can see each step and say:**

***What is your 1<sup>st</sup> Step in the morning? Cleanser!***

***What is your 2<sup>nd</sup> Step in the morning? Day Solution!***

***What is your 3<sup>rd</sup> Step in the morning? Moisturizer***

***This takes about 2 minutes in the morning.***

***How about the evening?***

***What is your 1<sup>st</sup> Step in the evening? Oil Free Eye makeup Remover***

***What is your 2<sup>nd</sup> Step in the evening? Cleanser!***

***What is your 3<sup>rd</sup> Step in the evening? Night Solution!***

***What is your 4<sup>th</sup> step in the evening? Moisturizer***

***It only takes about 2 minutes. Who feels like they deserve 4 minutes of pampering each day?***

***Plus, check out the results from using our Miracle Set. Let's see who can "Ooh and Ahh" the loudest as we call out the figures from your Look Book.***

## **Hand Close**

*Do you like the way your skin looks and feels now with your skincare & foundation on? Now, let's take a look at the difference it makes when you are using Mary Kay skincare prior to your foundation.*

Have guest apply:

- 3 in 1 cleanser to the back of one hand and wipe off
- Day solution
- Moisturizer

Now give them a dot of foundation on the back of each hand to blend in, one dot right on top of where you applied the skin care and one dot any place on the other arm.

If they are Ivory or Beige, give them a Bronze 8 matte. If they are Bronze, give them Ivory 1 matte to show the contrast.

Have them put each hand side by side for a visual comparison. *WOW!!! Can you see the difference skin care makes with your foundation?!?!?*

## **Name Game**

***We are going to play a little game so you can get some Free Product! Flip over your Create A Roll Up Sheet. Can you think of some people you would love to pamper, who are over worked and under-appreciated? You will receive 1 ticket for each name and the person who gets to 10 first gets 10 extra tickets. When I call her, I will let her know you have treated her to a 45 minute pampering session, a virtual makeover and a free gift from you, all at no cost!***

**(Pull out your Portfolio Book)**

***Let me show you my Portfolio Book that allows me to spotlight different types of women I facial!***

***Who do you know that would like some free advertising? This would be for my Networking Portfolio.***

***Who do you know that works in the volunteer field? In appreciation for their service, I could spotlight them in my Volunteer Portfolio.***

***Who do you know from other states or countries? I could spotlight them in my American Beauty or Going Global Portfolio.***

***So, everyone pull out your cell phones and let's get started! Remember, First one who fills in all 10 lines will get 10 more tickets! (Start cleaning table as they are writing, disposable trays and applicator thrown away, wash cloths collected, rearrange the products neatly for the close)***



## **Party Close**

***Let me tell you the 3 reasons why women treat themselves to Mary Kay products.***

***First is Creative Financing.***

***If you really want it, we can find a way for you to have it. Although you are under no obligation to purchase anything, I do have many ways to help you treat yourself to any products you might be interested in tonight. We do accept Master Card, Visa, Discover, and American Express, checks, cash and HUP, the Husband Unawareness Program. Plus you get to take the products home with you tonight!!***

***Second is the 100% Satisfaction Guarantee:***

***How many of you have a cosmetic cemetery in your bathroom? This will never happen with Mary Kay because all of our Mary Kay products are backed by a 100% Satisfaction Guarantee. If you purchase any item and decide you do not like it, return it to me and I will exchange it at no cost to you.***

***Third is to support other woman in business:***

***When you treat yourself to Mary Kay products you help to support other woman in business. We are all Independent Contractors with Mary Kay. So when you treat yourself to Mary Kay products you are taking your consumer dollars and directly investing in a woman owned business. I am your step four in your skin care line. We are not looking for a one time sale; I would love the privilege of being your beauty consultant for life!***

***Remember, at your 2ND APPOINTMENT (BOX) you will get to experience more of these collections! Which are you most excited to try?***

***Let's go around the table and tell me your favorite sets you tried today and why?***

***Now, here's our special for today only – You can treat yourself to any of these sets.***

***You can pick any 2 sets for just \$99 (don't say dollars) OR you can pay regular price for 2 sets and get your \$35 Roll up bag for half price (show and romance the roll up bag)***

***Our most popular special is next. You can pick any 4 of these sets and your investment will only be \$199 OR you can pay regular price for those 4 sets and you receive the roll up bag for FREE.***

***For the woman who wants it all and deserves it all...you can pick any 6 of these sets and your investment will only be \$299 OR you can pay regular price for those 4 sets and you receive the roll up bag for FREE and your 7<sup>th</sup> set for half price!***

***Now let's put this in perspective. Think about your favorite outfit, the one that makes you feel your beautiful best. Now think about how much you paid for it. Now add all of the accessories that make it complete. Total all the items and let's see how much you spent on that outfit. Was it 99, 199, or 299? When was the last time you wore it?***

***In five years, will you still be wearing that outfit? Which makes more sense to you? Spending money on an outfit that will be out of your closet in 5 years or investing in your skin for a product that will make you feel good every day. Do this for me: Close your eyes. Picture your best friend. Open your eyes, now what did you see? You saw her face didn't you? You have one chance to take care of your skin. Your friends are not going to remember you by your clothes, but by your face."***

***Just mark the special that appeals to you on the front and then please flip your Create a Roll up sheet over and fill out the questions on the back so I know how to be the best consultant possible for your skin care and glamour needs! I will give you some time to make your selections and then I will meet with each of you individually so \_\_\_ can get credit for you being here, you will get a special present from me and I can answer any questions you might have. Please bring your Profile Card and your Create-A-Rollup sheet with you when you're ready.***

# Individual Consultations

(Make sure they have their Profile Card and Create-a-Roll-Up sheet with them)

1. *“Did you have fun? What was your favorite part?”*
2. *“Do you love the way your skin feels?” (Smile, nod and rub your cheek)*
3. *“ I see you marked \_\_\_\_ sets. If we did some creative financing, how can I help you take home one of the specials tonight?”*
4. *“The next thing we need to do is set up your 2ND APPOINTMENT, which of these time slots works the best for you? Hand her a Microderm sample as a present and reminder.*
5. *“ \_\_\_\_ , I am so excited we are getting together on (date) for your \_\_\_\_ 2ND APPOINTMENT! If I could show you how to get up to \$100 in free product, would you like to hear more?*

Hand her a Hostess Packet and quickly run through the Cover page:

- 3 pages skin care surveys
- 3 pages outside orders
- Recruiting Brochure
- Cover Sheet

6. *“You know I want to work with you, right? You are (sincere compliment) and I think you would be a great addition to our family...Now, you may not want to work with me and that is OK. (pause and wait for her response)*

*If it is positive:*

*Is there any reason why we could not get your starter kit ordered tonight, it is only a \$100 investment!*

*If she has concerns but not a definite no:*

*“Great! What about Mary Kay intrigues you?” (Do not overcome objections at this point; just acknowledge that they are legitimate concerns)*

*“Can I give you some food for thought? I don’t know if this is anything you would look at, but when I pick up the surveys tomorrow or the next day, could I take about 20 minutes and show you how MK could work for you and your family? It may not be for you right now but that way you could make an informed decision and you would be under no obligation and I would love to work with you.”*

Hand her Recruiting packet: Company Brochure, Agreement and 6 Avenues of Income Sheet.

Have her listen to the pre-recorded marketing call 605-475-4899 pin 1078366# ref #

# Items for Your Party

- MRSCAB book with Scripts**
- Tickets to use for drawings**
- 2 Wrapped gifts and bracelets for bookings (optional)**
- Your calendar highlighted when you can work**
- Color Cards or eye color samples and Cream Eye Shadows**
- Full Size lip glosses or samples**
- Full size cheek colors or samples**
- Mirror Bags with:**
  - Disposable Tray**
  - Mascara Wand/Eye Applicators**
  - 2 Cotton Squares**
  - Sponge Wedges**
  - Customer Profile Cards**
  - Create A Rollup**
  - Ink Pens**
  - Sales Receipts**
  - Head Band and Pony Tail Holders for Hair**
  - Look Books**
  - Wash Cloths**
- Working Roll Up Bag packed with Sets 1 – 10**
- Brush Set**
- Mineral Powders with brushes**
- TW Foundation Bags (1 each for Ivory, Beige, & Bronze)**
- Calculator**
- Sales Tickets**
- Hostess & Recruiting Packets**
- Mircroderm or Color Card sample in a gift bag**
- Camera**