

Grand Opening Agenda

- Purpose: The “Grand Opening” is the first of many parties you will have! This is the launch of your new business. The purpose is to have fun, help you learn about the products and how to do a party. We will demonstrate the products; sell products, book future parties and share the MK opportunity.
- Who to Invite: Invite ALL your friends, family, neighbors, co-workers and acquaintances, etc.
- How to Invite: Most people mail invitations, hand out invitations, e-mail invites and/or make phone calls. Whatever you do, be sure to CALL EVERYONE and have them HOLD THE DATE! People are busy and we need to remind them of the date. Invite EVERYONE you know in order to ensure a great turnout. Over-invite because not everyone who says they will come will actually come (life happens and last-minute cancellations are part of this business).
- Supplies:
 - Bring your Starter Kit and be sure to have-
 - Beauty Books, Look Books (full-size catalogs), Sales Tickets, Mirrors with tray inserts
 - Calendar (highlighted in pink with dates you are available to do parties ahead of time)
 - Facials clothes, mascara wands and eye shadow applicators
 - Customer Profile Cards (we will “pre-profile” your guests 3 – 5 days prior to your party)
 - Other Supplies to purchase:
 - Pens and name tags for each guest, and a roll of tickets
 - Calculator
 - Cotton Balls, Q-tips, head bands, and round eye pads
- Product - Have your product ready to sell in a convenient location so we can easily access it at end
- Food - Keep food and drink really simple. No alcohol please. Food should be served at the end too. Cookies, cake, or veggie tray, iced tea, coffee or lemonade are examples of things you can serve.
- Attire - Be sure to be in MK attire - skirt and blouse or dress – and wear your Mary Kay pin!
- Grand Opening Script (what to say when you call everyone – BE EXCITED!!!)
 - (Answering machine) *Hi _____, this is _____. I’m so excited! I am calling to remind you about my very first Mary Kay Grand Opening party on _____ (date and time), and I am counting on you to be there, as I need your support! We are going to have fun, try the latest in anti-aging skin care products and enjoy games, prizes and food! Please bring a friend or two and I will have a wonderful gift for you. Just call me so I know how many seats to save! I can’t wait to see you on _____ (date and time)! Thanks for your support. I appreciate you!*
 - (Person answers) *Hi _____, this is _____. I’m calling to remind you about my very first Mary Kay Grand Opening party on _____ (date and time) because I am so excited! We are going to have fun, try the latest in anti-aging skin care, and enjoy games, prizes and food! Can I count on you to be there because I can win a beautiful Mary Kay prize with your help, so even bring a friend or two?*
 - (If they say “Yes”) *Great! We’ll see you at _____ (date & time). Thanks so much _____, this really means a lot to me!*
 - 1. (If they say “no”) *“We’ll miss you, but there is something else you can do to help me complete my training. Mary Kay has challenged me to put our product on 30 faces in 30 days to get 30 opinions and I would love yours, plus it will still help me earn my gift! What works better for you, the beginning of the week or the end of the week? Great! (set the date and time). (After setting date) - “Who else do you know who has skin I can practice on and I’ll have a wonderful gift for you for referring them? Great! We’ll see you at _____ (date & time). Thanks so much _____, this really means a lot to me!*