

## **GRAND OPENING DEBUT CHECKLIST**

To ensure that you have a successful business debut, follow these easy steps.

- 📅 Schedule a time for your debut in your first month (if at all possible). You will need a two-hour time slot. Schedule the time with your recruiter and/or Director.
- 📅 Hold the debut in your home (if possible).
- 📅 Make copies of the debut invitation postcards. Send out at least fifty. (More is even better!) A 10% to a 20% turnout is a very good turnout!
- 📅 Mail invitations 7-10 days prior to your debut.
- 📅 Call every guest 48 hours prior to the event. The number of guests that attend will be in direct proportion to the number that you speak to within 48 hours of the Debut. Block out a time period to make those calls! Write out a script and let your enthusiasm come through! Smile while talking. Your guests will hear that smile in your voice!

*If you have 15 or more guests you will win a great Mary Kay Prize!*

Items you will need to have ready: Pens, pencils, Skin Care Profiles, money bag with Sales tickets and \$20 in change, Beauty Books with your name and address, and business cards and a calculator.

-Have your showcase assembled and tied with a big pink bow. Have a mirror and tray on display.

-Have some simple refreshments: cookies, coffee and tea. If you want, you could have a bottle of non-alcoholic champagne and glasses to toast with (plastic disposables are fine).

-Be sure to have your camera ready! Have your date-book with two weeks blocked out for your Perfect Start Classes. Write in it everything that takes up your time: family, other

job, etc. and highlight the times you are free to hold appointments. My goal is to book your first 5 classes in these available time slots.

-Hold your Debut in the living room or family room where everyone can see each other. When your guests arrive give them a Beauty Book, Sales Ticket and a pen so they can jot down their must-haves.

-Have your product organized so that you can locate it very easily when guests place orders.

-Have Satin Hands ready, so that when each of your guests arrive, they may receive a Satin Hands Treatment.

This is the beginning of something SPECIAL! If you plan properly, your Debut will be the Jump Start of it all!

### **TEAM BUILDING CHALLENGE**

Complete 5 Three-Way Calls with me.

*\*CHALLENGE to be completed in your first week.*

You will receive a *Special Bonus Gift*, plus a beautiful *SENIOR CONSULTANT PIN* representing your new step in your Mary Kay Career when you have your first new business associate!

Creating a strong foundation for your business is imperative towards building a successful. I challenge you to conduct 5 interviews with me over the phone. During these 5 three-way calls you will learn the skill of presenting the marketing plan and build your business at the same time. Choose 5 of the sharpest women you know and ask them to help you with your Mary Kay training.

Use this suggested script:

Hi \_\_\_\_\_, this is \_\_\_\_\_. I am so glad I caught you. Do you have a minute? (PAUSE) The reason for my call is that I have recently opened a business with Mary Kay Cosmetics and I am so excited! As part of my training my Director has asked me to contact women I know, to hear how we make our money in Mary Kay. She has asked me to only contact the 5 sharpest ones I know and I immediately thought of you! Mary Kay may or may not be for you and that's okay but you will have helped me with my training by listening and giving your opinion. The best part is that for your participation you get to choose any one item from our line at a full 50% discount! Could you get excited about that? My Director's name Kivian Harris. The time slots we have available are \_\_\_\_\_ & \_\_\_\_\_, which is better for you? I really appreciate you and your time.

After you schedule the appointment date & time, call me or email me the information immediately.

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*You are off to a great start!*

