

Leigh Ann David's Skin Care Class

(Please note: all materials such as tray setup sheets, profile forms, etc. are located online at www.leighann david.com. If you have specific questions please contact your Sales Director ☺)

Special thanks to Lorena LaRosa for all of the countless hours of help that you gave to this project! You are so loved and appreciated!

PRIOR TO THE DAY OF THE CLASS

Always Pre-Profile your guests once you have your names from your hostess.

- Have your customer profiles in hand and call each guest and go down the profile.
- “This is Leigh Ann and I’m the Mary Kay consultant that will be hosting Suzie’s class on Saturday. We are going to have a great time and I will be giving away a lot of free stuff, but I wanted to ask you a few questions quickly so that I will have everything ready that night. Do you have a quick minute?”
- Ask her the following questions:
 - “Do you have normal, dry, combination, or oily skin?”
 - “What skin care products are you currently using?”
 - Tell her you are going to ask her a series of questions and she can just say yes or no. Then proceed to ask if she is interested in products that...and go down question #5 on the profile card. (Question # may vary with new versions of the card)
 - “What is one thing that you would like to change most about your skin?”
- It is very important that you close the call with this statement, “Thank you for your time! One last thing. The class on Saturday begins at 10am sharp so if you could arrive just 15 minutes earlier, at 9:45 I would really appreciate it so that I can make some last minute color matches and we can get started on time. Do you think you could be there 15 minutes early? Great! I look forward to meeting you in person at the class on Saturday!”

Starter Kit

- Be sure to pack everything on the attached Skin Care Class Supply List

Fill Roll Up Bags

- Have one filled Travel Roll Up bag for each guest that will be coming to the class. Fill them according to the “How to Fill A Roll Up Bag” sheet attached. Be sure to have a variety of Normal/Dry and Combo/Oily bags.



THE DAY OF THE CLASS

- Arrive at your consultant's home at least 30 minutes prior and please be organized. Come in the door empty handed so that you don't look like a tornado passing through with all your bags. Greet her and decide where you will be setting everything up. Then you can go out to your car and bring in your supplies.
- Place one of the filled Travel Roll Up Bag under each guest's chair. If anyone happens to ask what they are, just smile and say, "Just wait, I'll show you" or "That's my secret for now!"
- Remember to have a separate place set aside to do your "closing" after the class. This will be away from the refreshments and you will want to place your look books here and your calculator as well as your date book and money bag.
- Set up your mirrors according to the Tray Setup sheet. Remember, put a tray setup sheet inside of a sheet protector and put the Party With a Purpose Placemat on the other side (all of the most updated items can be found at www.leighann david.com under "Meeting Information"). Use this as a placemat for each guest. Remember to put out each profile card for the guests table as well. These are your "place cards" and are already filled out for each guest.
- As the guests arrive, greet them at the door. As you are talking to a guest, match her foundation on her cheek. After you know her color, escort her to the table, put her in the proper seat, give her the proper foundation, write the foundation shade on the back of the profile card, and instruct her to finish filling out any missing areas on the profile card.

DASH OUT THE DOOR SKIN CARE CLASS

- Welcome everyone and thank them for coming. Recognize your hostess.
 - Shower her with thanks and praise
 - Make her feel special because without her there would be no class
 - If you treat her like gold it will make others want to host as well.
 - Review her hostess program – explain how she is earning free product



- Put a hostess gift in the center of the table (the lighted makeup mirror, cosmetic bags, or some other hostess gift from the company works great!) Let her choose the one that she wants. Tell the guests that they will get to choose as well when they book their class.
- **Tell Your I Story**
- This is a great way to build a relationship with them because they get to know you better! It is also a great way to introduce the business opportunity! Having a solid I Story is KEY to success. If you do not have one already, visit www.marykayintouch.com and complete the I Story training segment on Learn MK.
- Ask everyone to fill out the Customer Profile Card
- Make sure they fill it out entirely
 - Tell them you will use it to add you to Preferred Customer Program to receive Catalogues and samples. Stress that you do not sell their information and no one will telemarket them
 - Explain that the husband phone number is for you to call on holidays to help him gift shop
- Explain that this is the first of two appointments
- This class will focus on skin care to help them get their skin in shape
 - They will book a follow up with you where they get a customized glamour look
 - Really romance the follow up appointment. Tell them you will enter their profile into the computer and will give them the exact eye colors, cheek colors, eye liners, etc. that they will need to do a natural, classic, and dramatic look. They will also get application techniques that are customized to their specific face shape. I recommend having a color profile for yourself ready to show them so they know what they are getting.
- Satin Hands
- Satin Hands Hand Softener – gives your hands a deep moisture treatment, great for cracked skin, rub into feet before bed and put on a pair of cotton socks so it moisturizes overnight, put on dry cracked elbows, also good for diaper rash
 - Satin Smoothie – exfoliates dead skin and will leave hands smooth and polished, also is a cleanser to but does not have alcohol so it won't dry like soap
 - Have them rinse and dry hands
 - Moisturizing Cream – to seal in the moisture, great because it absorbs quickly and does not leave hands greasy
 - Great for feet too!



- Remember Satin Hands is great for gift giving! Any time you need a little something and don't want to spend a ton of money, or if you have to buy something for someone you don't know that well, or if it is a gift for someone who has everything...Satin Hands is it!
- Satin Lips
- Lip Mask - gets rid of dead skin cells, makes lip color and lip gloss go on smoother to give kissable lips
 - Lip Balm - hydrates your lips overnight and is great for kids, husbands, etc.
- Eye Makeup Remover
- Oil-free, great for sensitive skin, safe for contacts - gently removes all eye products
 - Must remove eye makeup every night or your eye lashes will fall out
- Timewise Miracle Set
- Mary Kay is America's Best Selling Brand
 - Has 11 anti-aging benefits
 - Good news is that if you don't have wrinkles you can prevent them from happening
 - Bad news is that you can't get rid of wrinkles you have but you can make them less noticeable
 - 5 steps to every skin care program: cleanse, exfoliate, freshen, moisturize, protect
- 3-in-1 Cleanser
- scoop up with ring & middle fingers and rub in with upward outward motions
 - called 3-in-1 cleanser because it does 3 of the 5 steps for you – it cleanses, exfoliates, and freshens
 - Use this every morning and night to cleanse face of dirt, oil, and makeup
 - Beads are gentle exfoliators
 - freshen pores. A lot of skin care lines have a toner or astringent. MK eliminated this step by including that in the cleanser
 - Creamy with pink beads = normal to dry skin
 - Gel with blue beads = combination to oily
- Eye Firming Cream
- Amazing eye cream product
 - minimizes fine lines and wrinkles
 - Contains light reflectors to reduce dark circles



- Collagen helps firm lid. Once lid loses elasticity the only thing you can do is get an eye lift
 - pay close attention to corners where crows feet will develop
 - can cheat and put it on forehead to prevent brow lines and corners of mouth to prevent laugh lines
 - Eye creams are specially formulated to go under eyes
 - Eye area is only area where you don't have glands so the product has no place to go
 - If you put something under your eye that isn't an eye product it lays on top of your eye and slowly works its way off your face during the day and can leave your eyes red and puffy
- Day/Night Solution - Dynamic Duo – Facelift in a Bottle
- scoop up with ring and middle fingers and rub in with upward outward motions
 - be sure to avoid under eye area
 - Day Solution to be worn in morning
 - Has SPF to protect from UVA/UVB rays
 - Vitamins and nutrients to help tighten and tone face during the day, stimulates collagen production
 - Night solution to be worn at night
 - Nutribeads burst open when pumped and they release a fresh set of vitamins and nutrients that work overnight while you sleep to leave your skin tightened, toned, and refreshed
- Moisturizer
- scoop up with ring and middle fingers and rub in with upward outward motions
 - be sure to avoid under eye area
 - Everyone has excuse why they don't need it
 - People with dry skin think "It will make me break out"
 - If you are breaking out your skin is lacking moisture
 - People with oily skin think they will get more oily
 - If your skin is oily it is overproducing so you need to get the right balance of moisture into it
 - The trick is to use a moisturizer that is specially formulated for oily or dry skin
- Foundation
- People think that foundation is part of your color regimen; however, it is part of your skin care



- You work so hard to keep your skin healthy but you need a barrier to protect your pores
 - Foundation puts a layer on your pores to protect them
 - Even if you don't like foundation, try ours. Most people find it very light and it feels great.
 - If you do not wear foundation all of the cigarette smoke, air pollutants, etc. that you come in contact
 - with during the day will seep into your pores
 - Buildable – can put more than one layer on and it won't crack or cake
- 6 Reasons Why Women Start a Mary Kay Business – MRS CAB
- Go over your recruiting notebook here
 - Have them fill out the Queen Bee Profile Sheet before moving on
- Dash Out the Door Look
- Eyesicles – so easy to do, a little goes a long way, dab on eyes, can mix colors
 - Mascara – smart wiper technology, wiggle from side to side as you apply to make lashes thicker, go straight out to lengthen, never share eye products, replace mascara every 3 months
 - Bronzer – use instead of cheek color, two finger lengths between nose and color, apply along cheek bone, talk about brush set while they are applying. Let them know that the bronzers can also be used as eye shadows
 - lip gloss - Nourishine formula moisturizes lips for 6 hours, doesn't have the typical stick feel of a lip gloss
 - Turn to person next to you and give her a compliment!

SKIN CARE CLASS CLOSE

Customize Her Bag – Travel Roll Up Bag Close

- Have them pull out the Travel Roll Up Bags that are under their chairs
- Romance the actual bag
 - hangs on back of door so you don't have products all over your bathroom. Your husband or boyfriend won't get upset because your "stuff" is everywhere
 - pockets are clear so you'll see everything you need to use. Did you ever lose something in the dark dark depths of your makeup bag? Ew! Not with our bag – if you see it, you'll use it!



- pockets are Velcro (rip off) so if you just want to throw your skin care in your gym bag, or if you need to do your makeup in the car (giggle, we all do it!) you can easily take it with you and put it back at the end of the day
- rolls up nicely for travel, you don't have to take extra time to pack, and you don't have to worry about arriving somewhere and realizing you forgot your lip gloss or cleanser. I like to take the items out of the pampering pocket and put my toothbrush, deodorant, shampoo, etc.

Recap Skin Care Sets

I'm going to review all of our sets. Let's start with **Set A**. **Set A** is our Basic Set. These are the 5 steps to having healthy skin. If you're here on the soap and water plan or you don't even know what a skin care program is, then this is my #1 recommendation to you.

Set B is the Day & Night Solution Set. This is the facelift in a bottle' fill with Vitamins A, E & C, collagen enhancing peptides, light reflectors and calming peptides.

Set A&B together is the **Miracle Set**. **This is what you tried today on your face**. I have a special. *For today and only today*, you can take **Set A&B** for ninety-nine instead of one fourteen

Now, if you want the best. Knowing what I know as a Beauty Consultant, what I choose to use on my face is the Ultimate Miracle Set. That is sets A & B plus the Firming Eye Cream that you tried, plus our microdermabrasion that you use a few times per week that helps get rid of blackheads, large pores, uneven skin tones, etc.

I have another special, when you take any 2 sets you will receive the 3rd set a 1/2 price. This will allow you a discount on the Ultimate Miracle Set.

I have one last special; raise your hand if you deserve it all? We all deserve it all right? Well this here is the "I deserve it all bag"

Take a look at the placemat. You can customize your own Travel Roll Up Bag. Choose any 5 sets on the sheet and get your bag for only \$249. You will also get the bag for FREE!

Ok everyone roll up your bags!

Closet Close

Close your eyes and imagine that you are going into your closet to find a special outfit that you wore for a special occasion...



Think of the shoes, purse, jewelry that went with it...

- How much did that complete outfit cost? \$100? \$200? \$300? More?
- How many times have you worn that outfit?
- Let's put that price into perspective because that outfit is going to sit in your closet for 364 days per year! You'll wear these Mary Kay products every day!
- What's the first thing people see when they look at you? Your face!

Referrals

Now I need everyone to flip their profile card over and fill out the questions on the back. Before you start, let's talk about the last question. It asks for 5 names and phone numbers of your friends or family. The best compliment that you can give me is to refer me to your friends since Mary Kay doesn't advertise. Did you ever have someone give you a present or send you flowers "just because?" Do you remember how that made you feel? I want you to think of a busy mom who could use some pampering or a busy corporate woman who never stops working to take care of herself. Think of women that you know who are overworked and underpampered. Think of a friend who could use a little surprise in her day or someone who did something great for you and you want to treat her! What I will do is this. I will text her to let her know that you are someone special in her life and that you think she deserves some time for herself. I will give her a \$20 gift certificate from you, free of charge, just to say thank you! If she texts me back, I will pamper her just like I took care of you today. If not, no big deal! The first one done filling out all of the questions completely wins a prize and the person who has the most over 5 also wins! Ready set go! (Have raffle items to hand out at this part.)

INDIVIDUAL CLOSE

- After you finish the Skin Care Class Close, tell everyone, "Now I want to meet with each of you one on one to book your follow-up glamour appointment, give each of you a more personalized consultation on your skin, and get your feedback on the class. There is no obligation to purchase anything; however, if there is anything you would like to take home today I accept Cash, Check, Visa, Master Card, Discover, American Express or a combination of those things. So let's break, grab some food, mingle, and I will help you all individually.
- Take each guest aside one-on-one. NEVER close at the table! You will lose sales!
- Make sure to ask each guest all 4 questions
 1. Did you have fun? (pause)



2. What did you like the best? (pause)
3. How does your skin feel? (touch your face and pause)
4. For your color appointment, do you prefer this week or is next week more like what you had in mind? (pause and silence)
5. Great, for next week, do you prefer a weekday or weekend? (pause and silence)
Saturday or Sunday? (pause and silence)
Saturday morning, afternoon or evening? (pause and silence)
Great, my next available Saturday afternoon is October 13th @ 2pm. I've got you scheduled.
6. It says here that you would like to take _____ home. Is there anything else you would like to add to that?
7. (As you begin to transfer their answer onto your receipt and pause – that's it.
8. Make sure you include their name, the hostess' name and your name at the bottom of the receipt.
9. How do you tell them the total cost? You point and smile:

“This is your total; how would you like to take care of that?”

*****WRITE HER TICKET UP and MOVE RIGHT INTO QUESTION #4***

4. “_____, I know that we went over the 6 reasons why a woman would start a Mary Kay Business. Every class has a few sparklers, and I really think that you're a sparkler! Can you stay after for just 10 more minutes so that I can talk to you more? I think that you would be great!

If she can't, set a time to meet with her the next day.

If she can, great! Finish closing the guests and keep her and the other sparklers after the class to give more information.



AFTER THE CLASS

Referrals – this is time sensitive

- Text the referrals that you received on the back of the profile cards. Here is a suggested format:
 - Hi! I am Leigh Ann, ur friend Kerri's Mary Kay Consultant. She choose a few women who she loves and appreciates to give a \$20 gift certificate to and she chose you! What works best for us to meet, this week or next?

Paperwork

- The only things that are IMPERATIVE that you do the day of the class are:
 - Deposit all of your money into your Mary Kay bank account
 - Process any credit card payments in Pro Pay
 - Call your Sales Director to report your class results and also talk about your reorder
- Everything else can be done weekly. I suggest having one day per week when you do all of your paperwork – call it Financial Friday, Money Monday, etc. That way, you can just do this once per week for all of your appointments
- Enter all of your profile cards into In Touch. Your recruiter will help you with this.
- File the profile cards in a shoebox in alphabetical order. Then file the Sales Ticket behind each person's profile card.
- If you are a computer person and prefer to do your paperwork online, you may sign up for www.pinkoffice.com Please use leighann david as your referral.
- Send each new client a Customer Welcome Letter.
- Mark in your calendar when you will be making your follow up calls to each person

**CONGRATULATIONS! YOU HAVE JUST COMPLETED A DASH OUT
THE DOOR SKIN CARE CLASS!**

