

## Mary Kay Skin Care Class

### Set up and Tips

Rev. 1/11/08



#### Demo items for face:

1. Cleansers – Normal/Dry and Combination/Oily
2. Moisturizers – Normal/Dry and Combination/Oily
3. Foundations – Medium Coverage Shades
4. Satin Lips

#### Items to talk about, not pass around:

1. Firming eye cream
2. Age Fighting Eye Cream
3. Indulge Soothing Eye Gel
4. Roll Up Bag to show
5. Mineral Powders

#### Products to put in tray:

1. Cleanser
2. Moisturizer
3. Medium Coverage Foundation 100, 200, 300, 400, etc.

#### Items to place by each guest's tray are:

1. Beauty Book with your business card in it and the product pricing page
2. Classic Color Card or Color 101 Card – to take home or they can play with after the class

#### Hostess Program:

1. Free personalized Color Analysis and Makeover
2. \$50 in Free products for at least 3 guests who don't currently have a MK consultant and are over 18 years old>
3. With at least 2 bookings from the class, Hostess can select either the current featured Mary Kay Hostess item or the Hostess Magnified Mirror.

#### CLASS TIPS:

1. **Hostess second appointment:** Arrive an hour before anyone else and provide the Hostess with her personalized Color Analysis Look. Determine what she would like to have as her Special Gift when at least 2 ladies book their own appointments.
  1. Wear Mary Kay Beauty Coat at all classes
  2. Sit down so eye level with the guests
  3. Read from flip chart. Key words are highlighted
  4. Personalize it with your own experiences
  5. I story keep 1-2 minutes

**Individual Close/Consultation** (at the end of the class meet with the guest individually to answer her questions and discuss her specific needs). Ask who has to leave first.

Have money bag with calculator, order of application cards, Datebook, sales slips, Look Book. Ask:

1. How does your skin feel?
2. What impressed you the most about what you heard or felt on your skin?
3. So, \_\_\_\_\_ based on what you heard tonight, can you honestly see the benefits of using our Time Wise anti-aging products on a regular basis?
4. \_\_\_\_\_ What if anything might stop you from starting on the Ultimate Miracle Set tonight? ([listen and overcome concerns](#))
5. How would you like to take care of that: cash, check, credit or debit card? ([Offer payment plan if necessary. Write up sales ticket. Get payment. Mark order of application Beauty Book, p21](#)).
6. [Book second appointment](#). Talk about the "Color Analysis and ask "What products would you like to get for free when we get together for your party? You'll have a \$50 to spend!!!
7. [Schedule a time to share company info with her over coffee. Send her home with a CD or literature.](#)