

Lori's Debut Format

As guests are coming in

Satin Hands

Fill out profile card

Welcome

Quick intros

" ____ Tell everyone why YOU are excited about beginning your career w Mary Kay...
You're all here to support ____, and there are '3' main things we're looking for today!

1 - Customers! How many of you wear mascara?? Moisturizer?? Hand cream?? Etc. Next time you need these things you won't have to go to the store, you'll think of ____, call her, and she'll give you wonderful products AND service, + save you time and money (mention our awesome customer priority program--PCP they get to receive our mini magazine The Look, once a quarter etc)

2 - We're looking for bookings (appointments)! She knows all of you already but the highest compliment you can pay her is to recommend her to your friends. Today for everyone who books an appointment (any kind--facial, class, etc) your name goes into a drawing at the end of this event for a free Satin Hands hand cream! One of ____ first goals is to be a power start achiever that's 30 faces in 30 days) so you lending your face:) really will make a difference! (Plus, SHE will win this "MK Datebook Cover" for booking her 1st 8 appointments!)...Raise your hand & take a ticket if you will allow your consultant to borrow and practice on your face!

3 - The 3rd thing we're looking for is consultants---we're looking for women who want or need more! More time, more money. Women are searching for opportunities, especially in today's economy, that can give them more. In Mary Kay, you can have it all!!!
When I began my business... (Quick I story & marketing)...

In fact, before we try our product---I'll share that to begin your MK business it's a \$100 decision (with over \$300 RETAIL product) and today anyone who does decide to join _____ team and start her own MK business will receive a full sized Satin Hands set (show this--or whatever gift you're giving) for being a Decision Maker today!!!...

Product time! ---Show product from roll up bag, 100% guarantee, pencil on hand w cotton balls and oil free eye makeup remover, miracle set, microdermabrasion etc show a few products. Then pass out books.

"You can of course buy anything, but the best deals come in sets! (Buy any 3 sets, you get the ROLL UP BAG FREE, any 2 sets--you get it for 13\$, and when you purchase 1 set, you can still have it for 40!) And

again you can use mc, visa, disc, or check (oh and remember there's a free gift with any purchase of 40 or above!)

Before I give you receipts, let's go around the room, tell ____ why you believe she'll be great, a quality maybe that you admire in her!, and also 'how' you'd like to show your support.....1--make a purchase today:) 2---book an appt (before and after's-fun!).... And 3--begin Mary Kay for you! And of course the best answer is all 3!!! LOL.... Sheri let's start with you (pick a warm positive person to begin with so she'll set the pace)...sometimes you have to repeat again the 3 main ways to show your support.....this sometimes can get emotional in a good way--people are 'moved' by what their family/friends say about them...if the husband is there he tells too why he believes she'll be great

Answer questions...take orders.....have a drawing of everyone who booked!
to share with your new consultant---

Call every single person 24 hours before the event to confirm (this is critical) even if you 'know' they're coming to get an accurate count.

Don't get stressed out about having house perfect, food, simple stress free (almost :)) and FUN!!!

Consultant Check List

- Hostess bags
- Datebook (w highlighted times)
- Tickets
- Satin hands set
- Cotton balls
- Receipts, \$ for change
- Money bag, calculator
- Ink pens, profile cards
- Beauty books, look books
- Roll up bag filled
- Hand cream samplers wrapped
- Simple refreshments (1 sweet/1 salty)
- I take cd's, recruiting lit, gift for consultant