

Skin Care Party Outline

***Explain Party Purpose and Agenda:**

- Here to have a great time and leave looking as good, or better than you did when you got here.
- After you leave I want you to speak highly of MK, so much that you would recommend it to your very best friend.
- No obligation to spend any money – you can leave with a bag full of pink bubbles or a bag full of pink products I will be happy. I want you to be a lifetime customer not a one time customer!
- Isn't it fantastic to know that if you fall in love, I have a full store of products in my car?!!! I'm like MK store on wheels!
- All of you qualify for 2 week follow-up to make sure everything works for you and to match you with the perfect colors.
- End of class – refreshments and 1 on 1 time where we will schedule your follow-up appt. – not scary.

Have each guest fill out the front of the customer profile!!

***Purse Game:**

- I will say a letter, be the first person to find that item in your purse that starts with that letter, and you will get a ticket. Person with the most tickets will win a prize.
- **Watch – W**
- I say W is for watch, watch me. Mary Kay Ash said that when 3 women got around a table one of them is a beauty consultant, I'm not sure which one of you it is but if you see or hear something that peaks your interest feel free to ask questions! Questions will not obligate you to join 😊
- **Hostess – H---Now our hostess _____ automatically earns (say whatever you are giving your hostess---however, we will be working today to upgrade her hostess credit and you can all help her do this. I will be sharing with all of you later tonight how you can earn \$410 in Products for only \$100!—could you get excited about Free Product???)**

- **M---Mary Kay Ash – Isn't it amazing to know that MK is a 50 year old family owned business?!!** It's a 3 billion dollar debt free company!! Mary Kay Ash started this business when she was 43 years old. She started in direct sales with Stanley Home Products years before. After retiring, she was going to write a book about women in the business world and ultimately had the perfect business plan. Her husband encouraged her to follow her dreams. She invested her life savings of \$5,000 to start.
- **C--Career Car** – You can earn the use of a FREE career car. Stay on the same level or continue to work to be in a leadership position. We receive a New car every 2 years. 85% of your insurance is paid. Title and license fees are paid. Earn a promotion? Get a new car. (Show picture of cars.)
- **B—Be Your Own Boss** ----Great thing about MK is you are your own boss, who owns her own home based business. Flexible hours. Job assurance, I'm pretty sure I'm not going to fire myself. Work around stay at home mom schedule. High profit for low amount of hours. You advance yourself. Harder you work the faster you will make more money. (Tell some of your director's I-story. Director check, family, other job, etc. She drives a free car). It's all up to you. Who would feel incredible being able to pay for your child's education without having to take out a loan?!!!
- **R-- Recognition and Retirement** – MKC is all about prizes and recognition. Get prizes just for doing your job. diamonds, luggage, free products, bags, sunglasses, trips, etc. When you are ready to retire, make 65% of your check for 15 yrs. Your last company car is yours to keep.
- **P--Product** – **Isn't it reassuring to learn that mk products are 100% Satisfaction GUARANTEE!!** What does that mean to you as a consumer? You can use the product with no risk. Our skincare line is #1 and has been for the last 19 yrs. It is our job to ensure that you get to take home the products that you love.
- **S--Staying True to Myself**
-I know that none of you would want to join mary kay, but I need 56 people to meet with my director, and I will win my car!! If two of you will agree to meet with me and my director to hear more information about the career facts, it will help me get more practice talking about career facts and earn my car (need 56 to win a car). It is not scary, just coffee, it will take about 30 mins, and there is no obligation. (They

must set a date on the calendar for it to count.) You can even choose a prize out of my basket after our coffee just for coming. (eye shadows, Satin Lip balm, eye trio etc)

- **I – INDIVIDUAL CONSULTATION**

Explain that we believe that each person deserves one on one time with the consultant and answer any questions you may have– explain where that is set up and that it helps everything go smooth! We want you to know how much we care.

***Facial:**

Okay is everyone ready to get started!!

Who is looking forward to seeing visible results/improvement in your complexion?!!

- We have over 200 products. The first 4 products that we are going to try are the four most important products needed to make yourself look 85% younger in just 12 weeks.
- **3-in-1 Cleanser**. Two different formulas to fit your needs (N/D and C/O). 3in1 is exfoliating, cleansing and toning. Who could get excited about wiping out 3 of the most essential skincare steps in just one step!?
- **Day Solution**. Is a 35 SPF with calming peptides to help relax expression lines and zinc oxide to help reduce sun spots and age spots. Does anyone know what an age spot really is? (explain sun damage from a younger age) How long does it take for an age spot to show up? (15yrs)
- **Night solution**. The little beads are peptides & antioxidants. They get crushed at the top so that you are getting those concentrated vitamins on your face because they are clinically proven to rebuild collagen in you skin. What age do you stop producing collagen? (15)
- **Moisturizer**. Two formulas (N/D and C/O). Made up of 8 different amino acids (big word for proteins, they lift, firm, tone, tighten), including Retinol A. The oily formula controls oil for 8 hours while the N/D gives moisture for 10 hours.
- **Microdermabrasion** – choose one hand and rub it on the back of it... Rub while I talk applying as much pressure that is comfortable to you. This buffs off 3 layers of dead skin, removing the dead dull skin from atop your face... Buffs off age spots, sun spots, dark spots, black head, and even scars. Helps with pore reduction which in turn reduces oil production and aids in buffing out fine lines and wrinkles. STEP2: **Replenish-** a soothing agent with 8 different tea tree oils in it, to protect the healthy new skin.

- **Recap**- mention that it didn't take long. Show them it's easy to remember the steps.
 - Cleanser: Daddy; Tall, and strong and always goes to work first.
 - Day & Night Solution; The babies, one takes a bath in the morning the other at night.
 - Moisturizer; Mommy; small, and petite, the keeper of the family and always goes last.

- **Firming Eye Cream**-. Safe to use on all parts of the eye including lid. Aids in the reduction of crow's feet, "bags", and wrinkles, also eliminates darkening of the lids. Spans for your eyes, keeps everything firm and in place.
- **Satin Lips Mask and Balm**. Do the Satin Lips Mask. Rub on and leave for 3 min. During the 3 mins play the referral game. Women write down as many names and numbers as they can of women over the age of 18 they believe would enjoy an emotional vacation like this one. Tell them you are giving them \$10 gift certificates for each of their friends as a special gift from her! The woman with the most numbers wins tickets. Wash off mask and apply balm.
- After the race, give the winner with the most names 3 tickets. Ask who else is competitive and would also like to win 3 tickets. If they book a skincare class with the women on their sheet they will get 3 tickets. They will also get a coupon, redeemable at the class for \$50 in products for only \$25. Isn't that great!!!! (ticket for door prize) Who likes upgrades? (if I were flying coach and was told I could fly first class for free, I would take it, would you?) We have upgrades too!!! If you invite 5 friends over for an emotional vacation you will receive FREE hostess gifts as well... Who would like an upgrade!!!! (Have Hostess packets with a catalog & 3 order forms for them to take home)
- Foundation. Give liquid and or mineral foundation. If you have one to sample.
- Color Card. Apply color. We will find your perfect match of all color at our 1-on-1 color appt.

***Close:**

- Use Closet close. Ask them to close their eyes, and imagine their closet. What is their favorite outfit for a special occasion? How much money did they spend? How many times have they worn it? Doesn't it make sense to spend as much on your face that you must wear your whole life as an outfit you wear one time?

- Imagine a friend you haven't seen in 10 years, so you see her face or clothes? Our minds are trained to see only faces. Woman with a \$2000 outfit, no make-up, you don't notice her. Woman jogging or at the gym with make-up on get noticed. We need to take care of our faces, they are the only ones will have for the rest of our lives. Ok, I'm done preaching!
- Show them your roll up bag..Ask them if they'd like to know how to get one for free. Explain when they get any of the sets on the roll up bag sheet the bags comes free for them to put their favorite items in. Have them flip over the profile, and ask them to imagine money wasn't an issue and have them write the sets they would like on the wish list portion. Once they have finished advise them that you offer payments plans!!! They can take home all those products tonight with the 1st payment, and the rest set up with a debit card on the date they choose. (Ask if they can go to the makeup counter and take what ever they wanted and ask to make payments, or return it if opened?)
- Now _____ is going to treat you to refreshments and I will talk to each of you one on one in the other room. (Call the least excited girl first, so the most excited one can get the others on board.) Please be sure to bring your sales flyer-the roll up bag sheet, and your profile card.

***Go to individual close.**

- Look her in the eye.
- Five questions to every guest:
 1. Did you have fun?
 2. How does your face feel?
 3. Do you have any questions about any products I didn't go over?
 4. What was your favorite product?
 5. Let's pretend you just won the lottery! Usually they will say they want it all. So say "Ok, you would be a queen, which 9 sets would you like for your roll bag?"

If not "I completely understand that what our heart desires and our pocketbook says are not always the same thing, does your pocketbook allow you to be a _____ today?" (be sure to be sincere if she says no, don't make her feel bad if she can't afford it) Move down to the next package. *write up sales receipt, and figure payments. Ask which days to run her card*

Offer to add a mascara 1/2 off as that should be replaced every 2-3 months as an extra bonus with her set. (\$7.50)

If she doesn't buy I never act like she is leaving with nothing...

If you get down to because she isn't able to purchase anything today that will make her feel bad. Talk to her about earning her products for free for booking a party. If she doesn't want to host a party then offer her a silent hostess option, this is where you give her a book and some receipts and she takes up orders, I personally give any one item half price for the first \$100, \$25 in free products for \$200, \$40 for \$300 in sales, \$60 for \$400 and \$100 for \$500 in sales.

Give everyone a goody bag with:

- Catalog
- your business card
- 2 samples (lip gloss, mascara, etc)
- Career page
- piece of chocolate

Thank them for coming!!