

## **MAGIC PAGE**

You aren't doing your customers or yourselves any favors when you "break the basic". Explaining to clients before they cleanse why it is our policy to retail the basic initially as a SET is the best way to pre-empt getting this buying objection at the close. If she takes home just foundation, it will NOT look and feel the same way as it did at her facial! Some consultants have their clients cleanse and moisturize half the face & simply wipe the other side with a damp cloth, then apply foundation all over. The "half-face concept" really works to sell her on the benefits of using all 3 steps! MEMORIZE the "Magic Dialogue" below and say on the page in the flip chart before the cleansing page ( but only if you want to make LOTS of money!) REMEMBER TO SMILE AND NOD!

Most women, when they are trying a new skin care program, want to know three things about it: How much does it cost? How much time does it take to use? and does it really work? So, I'm going to cover all three of those things right now:

**FIRST** of all, the money is the good part! If you normally purchase skin care products at the department store, Mary Kay is about 30-50% less in price. Our 3-step TimeWise Skin Care is just \$54 and is about a 3 month supply. You'll be excited to know that we have ways you can get your Mary Kay free or at a discount! I have all kinds of creative financing options available to you that the lady at the department store doesn't have! So I'm sincere when I say if you really want to have a skin care program tailor-made for you, I'll find a way for you to get it.

**SECOND** is the time it takes...only 3 minutes in the morning and 3 minutes at night to do this skin care program! ...about as long as brushing your teeth. I'm amazed at how many women spend more time and money on their hair and on their clothes, than they do on their skin, when in 10 years this (point to your shoulder) will be at Goodwill and this (point to your hair) will be cut off, but what will still be left? Your skin, right? (nod head yes) It's just a matter of priorities, isn't it?

**THIRD** does it really work? Well, we wouldn't be the best brand of skin care in America if it wasn't working for someone, right? Plus, at your Color Consultation in two weeks I'm going to make sure it's working for you, and if we need to make some adjustments in your formulations, we can. If I can't get it working for you, what can you do with it? (have one of the guests respond about satisfaction guarantee) Now, if you're going to use a new skin care program, you do want to see results, don't you? That's why you need to use all 3 steps or don't use any of them. They're scientifically formulated to work together like a "prescription" in 3 bottles for your skin. If your skin is dry, in time, it will be less dry. If it's oily, it will be less oily, and if it's normal, it will be softer and smoother. The longer you use Timewise, the softer your skin will be & the less evident the facial lines! If you just use bits and pieces of the program, you just won't see the same results. As a matter of fact, you may see the kind of results you don't want to see. For example, occasionally a woman might tell me that she has another brand of moisturizer at home that she likes and hasn't used up yet. She would just like to try the other 2 "pieces" without realizing that the ingredients that one cosmetic chemist has chosen for his brand of product may not be compatible with what another cosmetic chemist has chosen for his brand. What's the unfortunate result of hodge-podging incompatible products? You could have a little "explosion" on your face in the bathroom in the morning! I certainly don't want you to have a reaction, much less blame it on Mary Kay! I want you to be telling me at your check up facial what great results you are getting! That's why I tell you up front, before you ever get it on your face, that if you're going to fall in love with one of the steps, fall in love with all 3 of them! If \$54 is too much to spend at one time, I'll break the payment, but NOT the Basic. Now, is everybody with me on that one? (nod head yes)