***What If?***

This is a GREAT opener to any facial, class or show – feel free to personalize it, but the point is to show how MK is PERSONAL, and to set you up for LOTS of future quarterly bookings – what you talk about, you bring about. When you tell her you’ll see her each quarter, she’ll expect to see you each quarter. Don’t you love it?

Welcome, etc.

“I know you are all familiar with cosmetics counters in department stores – the sharp dressed women who make skin care recommendations & do color makeovers, right? Well, we’re going to play a little “what if” today (really play it up and be hush-hush dramatic!).

**WHAT IF** when you went to the cosmetics counter, the woman behind the counter knew your name and remembered your skin type?

**WHAT IF** she was able to tell you the lip color you’d purchased last year since you lost it at Cousin Jane’s wedding last weekend and you just LOVED that color and HAVE to get another one?

**WHAT IF** she would offer to deliver your products or mail them to you at no cost if you just didn’t have time to get to the mall for your next order?

**WHAT IF** when you went to pay for your products she asked if you wanted to pay for them or get them for free, then proceeded to share with you that if you just brought 2 or more friends with you for a fun makeover session, you could get your products FREE?

**WHAT IF** you could get state-of-the-art, highly-advanced skin care that’s 100% satisfaction guaranteed AND has several products which have attained Best-Selling Brand status in the U.S. all at a better value than department store prices simply because there’s no overhead?

And finally, **WHAT IF** you had a personal consultant who would keep you in-the-know on the latest products and newest trends by sending a quarterly mailing with free samples enclosed AND who would check on you from time to time to make sure you’re happy with your products or aren’t running low AND who offered to stop by and show you these new products in person as soon as they come out?

Well, may I say, Welcome to the Mary Kay world!! As you can see, what makes us different is our very personalized service. All of these What Ifs can now be reality for you! Can you get excited about this kind of service? I get excited about offering this kind of service!

Great – now let’s get started!