

# THE 13 STEP PARTY

## 1. WELCOME GUESTS

Do Satin Hands on the GUESTS and MATCH the foundation of the HOSTESS only!  
\* Have a swag bag ready at the Hostess' seat with color card and samples (eye liner, mascara, lip liner, lipgloss)

## 2. THANK EVERYONE

- a. Have guests fill out the front of the customer profile card after they do satin hands (if doing a mineral powder on guests then swipe them while they fill out their profile cards)
- b. Thank Hostess for having party and opening up her home
- c. Thank Guests for coming and supporting your goal/dream
- d. Say: "This is the first of 2 APPOINTMENTS ~ Our hostess \_\_\_\_\_ will be getting her personalized color makeover TODAY (or already received her one on one custom makeover if done before party) and you will receive your color at your next appointment!"
- e. Explain your Hostess Promotion -- In the Bag Hostess; Custom Compact Mini IE, "\_\_\_\_\_ is receiving her CUSTOM COLOR COMPACT MINI FREE TODAY (show it) for having at least 4 guests!! Yay!!

## 3. HAVE EVERYONE INTRODUCE THEMSELVES

(Ask: Tell me about you. How do you know the hostess? What's your favorite cereal? 1 question that's fun and silly)

## 4. TELL YOU I-STORY (Fill in your notes here)

I am building the most incredible car winning team of women in all of MK. This is what I am looking for...Women who want more out of life. They want to be more, they are women of excellence or want to be women of excellence. They love God or want to love God. They know that they have untapped talent or potential & know there is more for them. That's who I'm looking for, so if any of you think that might be you then let me know. This month my goal is to share the opportunity with 15 women. Fully knowing that 12 or 13 of them are not going to be interested. I am completely ok with that. If you are willing to be 1 of my 15 it would mean the world to me and you will get one half price item. (Smile and laugh while saying) If you don't volunteer then I'll just have to pick you!!

Transition: "Mary Kay always said that there is at least 1 person at every party that would be a great consultant so throughout the evening be thinking if that could be you!"

I am looking for 3 Types of Women:

1. Customers that LOVE our products
2. At least 2 people that will book a party
3. Women who are looking for something fun, want more or need more or just something new to change their lives or their current situation.

#### 5. **PINK MARKETING, CANDY BREAK OR PURSE GAME**

(Any type of recruiting show and tell that will help guests remember things about Mary Kay...this MUST be done BEFORE they take off their makeup...a women is more receptive, confident and open to opportunity with their makeup in place as they came in)

#### 6. **START FACIALS**

Have guests wash their entire face and ask them to do the rest of the products on only half their face so they can see and feel a difference at the end.

##### ***Product Order:***

1. Cleanser
2. Microdermabrasion (steps 1 and 2)
3. Day Solution on face
4. Night Solution on neck
5. Moisturizer
6. Eye Cream
7. Satin Lips (mask for 2 min, then balm)
8. Primer
9. Mineral Powder
10. Cream Eyeshadow
11. Mascara
12. Lip Gloss

##### ***TimeWise® 3-in-1 Cleanser***

- \* *This product combines anti-aging with three essential functions in one product to cleanse, exfoliate and freshen - revealing younger looking skin.*
- \* *Comes in normal-to-dry formula or a combination-to-oily formula*
- \* *It is suitable for Sensitive Skin*
- \* *It is Fragrance Free and Non-Comedogenic*
- \* *There is also a cleansing bar for those who prefer a lathering bar and has a soap dish which is great for home or travel!*

##### ***Microdermabrasion***

*Have them try this either on one elbow or one small area of the face to feel the difference (it is hard to get off without a good amount of water)*

- \* *It reduces the size of your pores and helps makeup apply smoothly*
- \* *Works on the fine lines and wrinkles while removing several layers of dry, dead skin*

- \* *Individual treatments cost anywhere from \$75 to \$300 and you get to take ours home to use again and again! This two-step system will last about 50 treatments making it very affordable at around \$1 per treatment*
- \* *A little goes a long way!*

**Step 1: Refine** - *Key exfoliating crystals immediately energize skin and reveal more radiant, healthy-looking skin*

**Step 2: Replenish** - *Nourishes the soft, smooth-feeling skin revealed from Step 1*

- \* *Oil Free and Fragrance Free*
- \* *Clinically tested for skin irritancy and allergy*
- \* *Hypoallergenic*
- \* *Non-Comedogenic (will not clog pores)*

### **TimeWise Day Solution**

- \* *Contains Sunscreen Broad Spectrum SPF 35*
- \* *Suitable for Sensitive Skin*
- \* *Oil Free and Fragrance Free*
- \* *Non-Comedogenic*

### **TimeWise Night Solution**

- \* *A unique delivery system of encapsulated vitamins and antioxidants combined with collagen-enhancing peptides help fade away deep lines and wrinkles*
- \* *Suitable for Sensitive Skin*
- \* *Oil Free and Fragrance Free*
- \* *Non-Comedogenic*

### **TimeWise Age-Fighting Moisturizer**

- \* *This emollient-rich lotion combines the action of 10 hours of hydration and a patented complex to accelerate the skin's natural renewal process, revealing firmer, smoother skin with fewer lines and wrinkles.*
- \* *Suitable for Sensitive Skin*
- \* *Non-Comedogenic*

### **TimeWise Firming Eye Cream**

- \* *Firms, brightens and moisturizes*
- \* *As our skin ages, it loses moisture and becomes dry and porous, weakening the skin's natural barrier that guards against free radical and environmental damage. This protects the skin around the delicate eye area while counteracting damage.*
- \* *Has a collagen-enhancing peptide duo to build/restore the supporting structure to revitalize cells for firmer skin.*
- \* *Soothing botanical extracts and brightening agents are employed to condition and prepare the skin for moisturization, resulting in more even skin tone.*
- \* *Targets dark circles under eyes and improve silkiness of skin around eyes*

### **Mary Kay Foundation Primer Sunscreen Broad Spectrum SPR 15**

*This lightweight gel glides on easily to fill in imperfections and dries quickly to a matte finish to create the perfect canvas for a flawless foundation application that enhances foundation benefits and extends wear.*

- \* Oil free formula with SPF 15 is mineral-enriched to absorb oil and diffuse light to help reduce the appearance of fine lines and wrinkles and pores.*
- \* When worn alone, it still provides these skin-perfecting benefits: helps even out skin texture and improves skin's complexion.*
- \* Can be used with any MK foundation.*

## **7. SATIN LIPS**

*Treat your lips to the ultimate two-step system that gently exfoliates and moisturizes your lips.*

- \* Satin Lips Lip Mask effectively exfoliates dead surface skin cells*
- \* Satin Lips Lip Balm moisturizes lips for at least six hours*

*While the **LIP MASK** sits, GET REFERRALS!  
(Offer 2 Prizes! Do Not leave a party without referrals)*

*“The lip mask needs to sit about 203 minutes so if you will turn over to the back of your CUSTOMER PROFILE card and grab your cell phones, we are going to play a game! There are 7 blanks to write down the names/numbers of those who you think would enjoy a free facial! Who do you know that works way too hard, puts everyone before herself, and DESERVES to treat herself? I'll give you 2 minutes to do this while the LIP MASK sits and whoever has 7 FIRST get a GIFT and the MOST REFERRALS (more than 7) gets a GIFT too!!” (time 2 minutes)*

*Then finish FACIAL with LIP BALM.*

## **8. HOSTESS COLOR MAKEOVER!**

*(Guide hostess through her makeover - 5 minutes. While our hostess is applying color you can give a few tips as she is applying so the guests can learn; focus on the hostess.)*

## **9. COMPLIMENT TIME**

*Go around the table and ask everyone:*

- \* What do you love most about your skin?*
- \* Hostess - What do you love most about your look?*
- \* Guests - What do you love most about our hostess' look?*

## **10. PASS OUT CLOSING SETS SHEET & SHOW ROLL UP BAG**

*Have guests put their name on their sheet. Walk them through each set and have them circle what they LOVE.*

*Offer deals at the end: “The Queen of Everything is when you take home 6 sets, you*

get the 7th for 1/2 price PLUS the rollup bag is yours for FREE! The Princess of Quite-A-Lot which is what most people do is when you take home any 4 sets, you will get the rollup bag for FREE! Take a look at what you want and just add up the sets to see what you can get for FREE!”

**11. SHARE TIME**

Show the NEW TEAM BUILDING BROCHURE and quiz on the Candy...hold it up and ask guests to recall it's meaning, then give them the candy. Ask which one appealed to them most: more money, girlfriend time, etc.

**12. PASS OUT TELL US WHAT YOU THINK FORMS**

Pass out the Candy Break Quiz or the How Did I Do? Form

\* After guests fill out completely, collect the forms, fold and draw for a final prize.

**13. CLOSING INDIVIDUAL CONSULTATION: MOST IMPORTANT!**

Ask: Did you have a great time? Does your skin feel great? Great! What would you love to take home?

**3 Objectives: Sell, Book, Recruit**

\* First SELL - ask guests what they want to take home. (say: OK, what else? and wait)

\* Second BOOK - the guest for her color makeover/party with her firends (say: When would you like to get together for your color makeover...do you prefer a weeknight or weekend? Always give 2 options and select a date/time) Then give hostess postcard and mark down date of party!

\* Third RECRUIT - review her form for level of interest.

**AIP!! How to have AIP (Agreement In Purse) at the end of the party...**

...If a 1-4 on her form, but you were impressed with her, say: “With the proper training, could you ever see yourself doing what I did tonight?”

...If a 6-9 on her form, ask: “What about tonight intrigues you to think about MK for yourself? Find out her why. If a 9 is considering joining but wants more questions/concerns answered then schedule training/follow up call with Sales Director within 24-48 hours or attend weekly GNO!

...If 10, say: “I see you put a 10! YAY! I am so excited for you to join me!!” Give her the agreement to fill out and ask her what she is most excited about.

What questions or concerns would you have about getting started TODAY?

(This is where you will get objections..an objection is simply a question in disguise.)