

THE 13 STEP PARTY

1. WELCOME GUESTS

Do Satin Hands on the GUESTS and MATCH the foundation of the HOSTESS! *have the color card and samples (eye liner, mascara, lip liner, lip gloss) at the hostess seat in a goodie bag!

2. THANK EVERYONE

- a. Have guests fill out the front of the customer profile card as they arrive [If doing 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
- 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 you chose to do it before the party] and you will receive your color at your next appt! [insert whatever hostess promotion you are running here]"

Example: _____ 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?")

4. TELL YOUR "I-STORY" (write notes in below)

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'm 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 some extra money, something fun or to change their lives!

5. MARKETING BAG OR CANDY BREAK

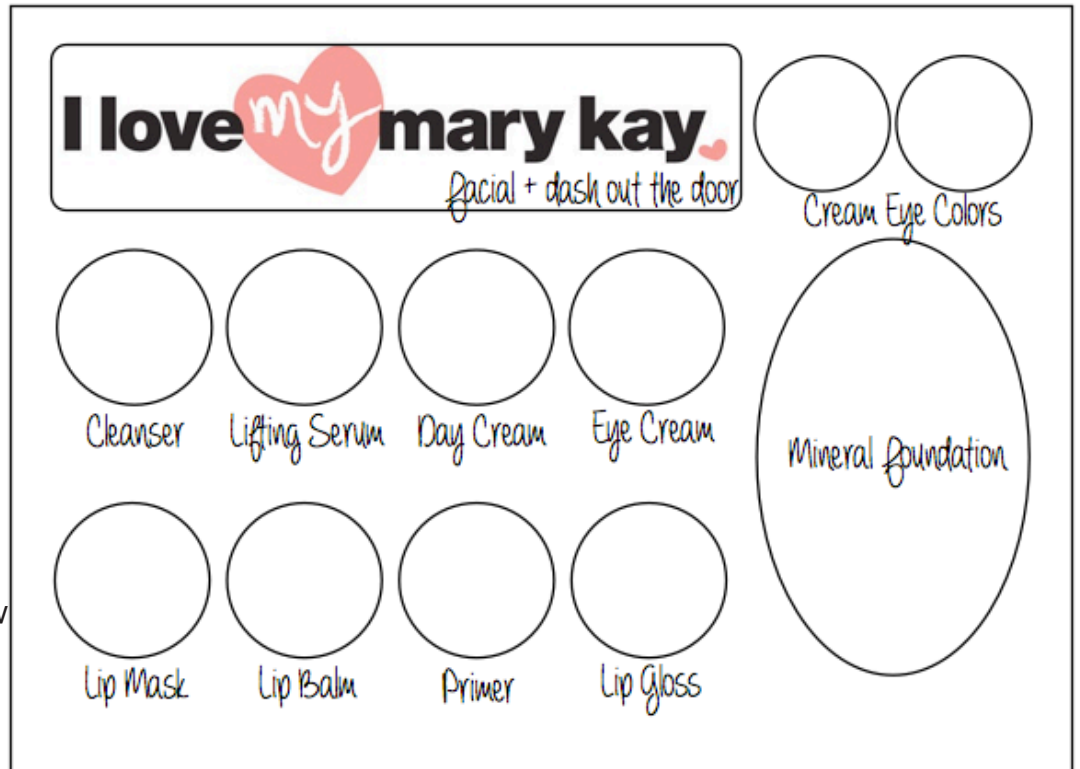
Any type of recruiting show and tell that will help guests remember things about Mary Kay.

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.



Tray Setup



Product Order

1. Cleanser
2. Pass Microderm
3. Lifting Serum
4. Day
5. Night (talk only)
6. Eye Cream
7. Satin Lips
8. Primer
9. Mineral Powder
10. Cream Eyeshadow
11. Mascara
12. Lip Gloss

TimeWise Repair™ Volu-Firm™ Foaming Cleanser

This moisture-rich foam thoroughly cleanses and renews skin texture, leaving pores looking less noticeable.

- Maintains moisture balance.
- Renews skin radiance.
- Promotes a feeling of suppleness.
- Leaves skin feeling pampered.
- Provides a luxurious daily skin care experience.
- Contains Volu-firm Complex with Plant Stem Cells

Mention not mixing skin care brands "chemical warfare"

Microdermabrasion

Pass and have them try on one elbow to feel the difference

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

Microdermabrasion Continued on next page

Microdermabrasion Continued

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 by Step 1: Refine.

- Oil- and fragrance-free.
- Clinically tested for skin irritancy and allergy.
- Hypoallergenic. Non-comedogenic (will not clog pores).

TimeWise Repair™ Volu-Firm™ Lifting Serum “Spanx for your face”

Recover the firmness of youth. This scientifically advanced serum helps provide the appearance of youthful firmness, volume and lift among other important benefits.

- Visibly helps firm and lift skin.
- Targets skin resilience.
- Restores the look of youthful volume and vibrancy.
- Restores skin suppleness.
- Softens the look of lines, wrinkles and crepiness in the neck area.
- Immediately increases skin moisture by 61 percent.
- Contains the benefits of the Volu-Firm™ Complex.

TimeWise Repair™ Volu-Firm™ Day Cream Sunscreen Broad Spectrum SPF 30*

Formulated to help protect against future damage and to help existing be less noticeable.

- Restores skin's youthful cushion.
- Formulated to help minimize skin reaction to external irritants.
- Skin tone appears more even.
- Helps protect against skin-aging UVA/UVB damage.
- Increases skin moisture for 12 hours.

TimeWise Repair™ Volu-Firm™ Night Treatment With Retinol

[Talk about this product and hold it up or pass it and have guests test this on the back of their hands.]

Reveal youthful-looking skin with retinol.

- Helps reveal radiant-looking skin.
- Reduces the appearance of deep lines and wrinkles.
- Helps improve advanced signs of aging.
- Skin tone appears more even.
- Helps neck area look noticeably smoother.
- Increases skin moisture for 12 hours.
- Contains the benefits of the Volu-Firm™ Complex.

TimeWise Repair™ Volu-Firm™ Eye Renewal Cream

Reawaken tired eyes and give them a lifted look.

- Targets deep lines, wrinkles and sagging skin.
- Targets undereye bags, puffiness and dark circles.
- Targets crepiness and dry skin.
- Increases skin moisture for 12 hours.
- Features a unique liquid crystal delivery system that helps enhance effectiveness.
- Contains the benefits of the Volu-Firm™ Complex.

Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 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, 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 Mary Kay® 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

“The lip mask needs to sit about 2-3 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 gets a GIFT and the MOST REFERRALS (more than 7) gets a GIFT, too!” (*time 2 minutes) Then finish the FACIAL with the LIP BALM.

8. HOSTESS COLOR MAKEOVER! (guide hostess through her makeover—5 minutes)

While hostess is applying color you can give a few tips as she is applying so the guests can learn

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's look?

10. PASS OUT “BUILD A BAG” SHEET

or any closing sheet: SHOW your ROLL UP BAG full (pockets come off, hangs, etc)

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: SAY: “The “Queen of Everything” is when you take home 6 sets you get the 7th set ½ price and the ROLL UP BAG is yours for FREE! The “Princess of Quite-A-lot” which is what a lot of people do is when you take home 4 sets you'll get the ROLL UP BAG FREE! A few other deals I offer: When you take home Set 1: you automatically get a ROLL UP BAG for FREE b/c it counts as 4 sets! Should you take home Set 2: it counts as 2 sets towards a ROLL UP BAG and with Set 2: you ALSO get a FREE FIRMING EYE CREAM! Also, if you'll mark through \$55 on the Replenish C and put \$40—I offer a DEAL on it b/c it's a FAVORITE!

11. SHARE TIME

SHOW the NEW! TEAM BUILDING BROCHURE/PLAY CANDY BREAK GAME

Share YOUR GOAL to promote yourself: how you are looking for women that love people, love our products, value our priorities of God first, live by the Golden Rule, will work to increase their financial situation, love to help others WIN, who are teachable/coachable and willing to learn. Show the brochure: STARTER KIT (how to get started), CAREER PATH (how to move up), CARS (options)! The visual is great!

[If using Lauryn's Candy Break] Go through each candy, hold it up and ask guests to recall it's meaning, then give them the candy or ask which one appealed to them most: more money, girlfriend time, etc..

12. PASS OUT TELL US WHAT YOU THINK FORMS

[If using Lauryn's Candy Break] pass out Candy Break Quiz. Have guests fill out completely and pick them up and do a door prize drawing!

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?

- **First Sell**--guests what they want to take home (say: Ok, what else?)
- **Second Book**--the guest for her color makeover/party with her friends (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**—If a 1-4 on her form: (see below) If a 6-9 on her form: SAY: "I see you put a 7 on your form..." (see below) If a 10 on her form: SAY: "I see you put a 10! YAY! I'm so excited for you to join me!!" Give her the agreement to fill out and ask her what she is most excited about! *If a 1-9 is considering joining but wants more questions/concerns answers THEN schedule training/follow up call with Sales Director within 24-48 hours or attend weekly event!

AIP!!! How to have AIP (agreement in purse!) at the end of the PARTY!!!

Ask potential team member:

(if she put a 1-4, but you are impressed with her)--With the proper training, could you ever see yourself doing what I did tonight?

(if she put a 6-9)--What was it about tonight that intrigued you to think about Mary Kay for yourself? (Find out her why!)

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

This is where you will get objections
(an objection is simply a question disguised)

OVERCOMING OBJECTIONS

If you can learn to overcome objections, you are likely to sign a new team member walking away with AIP!!! 95% of objections are wrapped up in these 6!

1. I am just too busy!

Question: If I can teach you how to make \$200 a week working only 3 hours a week, could you find 3 hours? OR Ask her about her current schedule for a week and suggest some times maybe she could plug MK in to some slots. (sprinkle Mary Kay in to our everyday lives!)

2. I'm just not the sales type!

Question: Great! Would you believe that 90% of Mary Kay women aren't the sales type. We look for women that can simply teach other women how to feel better about themselves through skin care and makeup...or even by sharing this incredible opportunity and impact- ing their lives! Would you agree that every women buys skin care and makeup from some- where? Why not buy the #1 best selling product from you. I believe now days, we don't get service like we should, and b/c you will provide a great service to your customers, they will even have another reason to buy from you! *If you are concerned about being pushy, would you agree that women wouldn't want to come back to us for more if we had that approach? I love providing great service to women!

3. I really need to talk to my family or husband!

Question: Great! What do you think your husband will say? Great...why don't we go ahead and fill out your agreement and if for some reason he has any questions, I will be more than happy to answer them, and then if he still says no, then we can tear up your agreement and you can remain a great hostess.

4. I don't know that many people!

Question: Do you know 1 person that could be a face for you? If I can teach you how to turn 1 person into all the other people you will ever need to know...would you be willing to learn?

5. I don't have the money!

Question: Do you have access to a credit card? OR If I can show you how to earn \$100 in 2 weeks, could you find someone that can help you get started? Do you know 2 people who love and believe in your \$50 worth or 4 people who believe in you \$25 worth?

6. Just not now...not a good time!

Question: If you were to do Mary Kay, what would be your reason? (find out their why and overcome the objection). If I promise to hold your hand and teach you how to do this, what would keep you from getting started today? Offer a signing bonus!

The key thing is once you have overcome the objection...don't stop there!

Ask: "Is there any reason why we can't get you started today?"

Isn't it worth making the time to BOOK AND COACH in order to SELL AND RECRUIT?!