Skin car Class Script for FIRST appointment

“SOOOOOO glad you could make it! Come on and put your purses down by your chairs and come on in the kitchen and do your hand treatment. Can I get you some water? “

“This is the Satin Hands Hand Treatment. You may want to take off your rings.”

“Use the Fragrance Free hand softener and rub that all in to soften the dead skin on your hands. Next take either the FF or the Peach scented hand softener and apply that on top and rub in.” “I often use on my feet in the shower”! Wash off at the sink. Then dry hands and use satin hands hand cream. “This provides 24 hour hydration too. When you wash your hands, they won’t feel dry later!” “How do they feel? Great! You can just imagine what this does for your feet! I often do waterless pedis for my customers! (planting seeds for future appointments.)

“ Now let’s grab your drinks and get back to the table.” “be sure everything is correct on your customer profile I filled out…. Make sure you put your Bday on their b/c I offer specials! AND your special Santa info too! You’ll want to include your mailing address and email as that is how you find out about my specials.” Okay we are ready!

Oil free eye makeup remover –Takes off regular& waterproof makeup with out taking off your lashes! Shake, squirt, and swipe! While they are doing this……….. Let’s all share about ourselves just a bit so we aren’t strangers!”(Ask them name and what they love about their life and what Dream would you be living today if $ & time were no object)

(Introduce yourself and share why you started and what you have gained. )

PINK MARKETING – FROM PINK SCRIPT… REFER TO THAT…. PRINT IT.. INSERT HERE! (remind them they get $25 in FREE MK if they signed up today from your director AND that your director will follow up via phone to see how you did on your presentation today.)

Then state: “you know Mary Kay our founder always said that at every party is a someone who would be GREAT at doing Mary Kay, I wonder who that will be today?! (they usually smile and point at someone!) Then say, “well just watch what I do today and if you think you can squirt and read, you TOO could be a personal consultant like myself!”.

“I’m so excited to share Mary Kay. Did you know that Mary Kay is the number ONE brand of skin care and color in customer loyalty for the last 14 years?! Isn’t that exciting!!

 The reason that we are number one is:

1. Great products! All are regulated by the FDA, so that when I say that the Time Wise toning Lotion makes you MORE FIRMED and TONED, it has to do that in over 39 countries around the world. We are fragrance free, and not tested on animals.

2. Great prices!! MK is actually less expensive than most department store brands

but has fabulous quality. I’ll let you know at the end how much each individual

product costs. Most last between 3 and 4 months and our basic skin care is just 44 cents a day. Aren’t you worth 44 cents?

3. Great customer service! Your personal beauty consultant’s entire job is to be all

about you for FREE! Wouldn’t you love to have a personal face girl at your beck and call for free?! I am your “free gift with purchase “ so I do hope you like me. And if I am too high energy for you, just email me & your goodies will magically appear in your mailbox. I provide 24-hour shopping online, specials on birth day months, SPECIAL VIP PROGRAMS LIKE Christmas bucks and free gift wrapping and shipping. All the products are guaranteed 100% No problems with returns or swap outs. So if you have a drawer full of stuff that “didn’t work? You won’t have the prob with mk! We just swap out anything you have issues with at your follow up facial.

Most of my customers see me 3 times- once for anti-aging skin care, once for glamor to your level of comfort, and once for the ultimate in body care products.. Now just to REMIND you that you can return items and try what ever you would like before you buy it, we are going to play a game!! I know ya’ll are not to mature for GAMES with prizes, right/!

(QUEEN GAME )

Inside this box is a little gift. When I say the words ‘Follow up facial’ you

have to be the first person to say “I wanna be the queen!” Because you WANT to be getting that queen treatment. I'm gonna say that several times so the prize will move around. The last person who gets the prize at the end will get to keep it. Now let’s practice, what do you say when I say/ “follow up facial?’ Give prize to the first person who says it the fastest and praise her.

(CLUE FOR YOU AS A CONSULTANT. – USE THE QUEEN GAME AS A WAY

TO GET OFF-TASK PEOPLE BACK ON TASK, OR KEEP CHATTY PEOPLE

FROM CHATTING TOO MUCH. ALSO GOOD FOR BRINGING ATTENTION

BACK TO YOU WHEN PEOPLE TRY TO DIVERT THE ATTENTION TO

ANOTHER TOPIC.) FUF stands for Follow Up Facial…..

Start skin care application-

Should already have the products in the tray for them.

Mention each product, tell them where to put it and then tell one thing about it (NOT 101

THINGS, JUST ONE!) “if I could be your fairy godmother and fix any problem with your skin, what would it be?” (be sure to remember what they say and remind them which product fixes this……… in general the miracle set does EVERYTHING.)

**Satin lips set** (FUF)Let’s pamper those lips first! Lips have thin outer layer and NO GLANDS to hydrate soooooo they show aging first! WATER DEAD PLANT, CHAP STICK ISSUES.

**3 in 1 cleanser** (all over)3 benefits – cleanse dirt/impurities, exfoliate with perfectly rounded beads that dead skin, tone to balance ph. “how does your skin feel?”feel with back of hands

**day solution** (half of face) help energize the skin’s cells, while UVA and UVB sunscreens help protect the skin from sun damage. (FUF) “how does your skin feel?”

**nite solution** (throat) An anti-aging peptide in TimeWise® Night Solution helps collagen production with vit C and peptides to smooth and firm the skin. “how does that feel?”

**Moisturizer** (all over) 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. (FUF) “how does your skin feel?”

THIS is the Miracle set and it gives you 11 benefits in just 4 products in under $90. You won’t find that anywhere! “let’s review….. If you can count to 3, you can have great skin!” “now some eye supplements!” Mention again that the Miracle set is like brushing and flossing and is what you start with, the other products are like brightening your teeth, you don’t brighten unless you are brushing and flossing !.

**Eye gel** (one eye) botanical extracts reduces puffiness and tired looking eyes with 130% increase in moisture. THINK CUCUMBERS ON LIDS

**Eye firming cream** (one eye) luxuriously rich eye cream so advanced it improves firmness, brightness, provides intense moisturization, plus minimizes fine lines and wrinkles. mention Age fighting eye cream collagen stimulating peptide to halt aging. (FUF) DELICATe ONE LAYER THICK, SHOWS AGE

**Eye revitalizer** (they get to smell)citrus based ingredients that fade dark circles and puffiness. clinically proved to work in a week.

**\* MK primers** – face/lips and eyes. Prime a wall before you paint it – fills in, evens tone, protects, prevents lipstick from feathering and bleeding, keeps eyeshadow color brilliant, no creases and makes it waterproof. U can try the foundation primer today.. the others at your FUF

**APPLYconcealor and commercial the Hi-lighting pen. then FOUNDATION** use either liquid or mineral and give general tips and specific tips to the queen. (‘I’ll be more focused on your blending technique, Susie que, at your Follow up facial”)Queen uses the brush for liquid foundation. .**MK foundations** –the zip lock bag and cheese analogy – 7 styles FUF to try others

Ask them how they like their skin? It’s Compliment time. Ok now dump out your goodie bags and we’ll do a little gam. Look for the sheet that says Gift of pampering.

Have ya’ll had fun? I sure hope so!I”m giving you the chance to be a giver to others.

 I’m going to give you $90 worth of gift certificates free, on me, to give to 9 of your best girlfriends. Think of women in your life that you would like to add value to. Maybe they are always doing something sweet for you. They always have your back, are hard to serve because they’re always serving you. Pregnant, just had a baby, just got married/divorced and they need some pampering. I want you to write down 9 of your friends and this is what I am going to say when I call them.

Hey \_\_\_\_\_\_\_\_\_\_ this is \_\_\_\_\_\_\_\_\_\_\_\_with Mary Kay cosmetics and I’m \_\_\_\_\_\_\_\_\_\_\_\_\_\_friend and she has given you something really special. Do you have a quick minute for me? I have to ask, is this your birthday week or have you done something special this week? Well gosh, you must be on her highest list because she is giving you the gift of friendship and it’s a one hour pampering session with me and a gift certificate for free product from her. Isn’t that so great?! I’m setting those up this week or next week. When would you like me to deliver that and pamper you on behalf of \_(friend)\_? Afternoon or evening?

You guys, people cry over that because I don’t know if you are married to Ken or not but if you’re not married to Ken and you’re not always being told how charming and wonderful and beautiful you are…….a lot of women go around with their cup empty. Mary Kay gives me the opportunity to enrich women’s lives on behalf of you, so I’m gonna want you to pull out your Blackberry…………. your phones, I-phones, whatever it is and I’m gonna say ready, set, go and the first one to finish with names and numbers of 9 women you’d like to bless, just say I Love Mary Kay and I’ve got a gift for you. If you’re at all intimidated about giving me your friends name and numbers, I just want you to send them a mass text and say I have a Girlfriend named \_\_\_\_\_\_\_\_\_\_\_\_\_\_who’s gonna be calling you with a gift from me…… Take her phone call.

(you start cleaning up the wet cloths, old used cotton balls. Etc. count them down 1.5 mintues…when they say “I dotn’ know anybody…. Suggest their phones, neighbors, friends” Great! Award the winner and pic up sheets. Start putting the Dash out the Door cream shadows in the trays and get mascara wands ready…..

Close:

Close with build a bag and pretend it’s their shopping sheet as if they are going to Target and if it were free and they wantd to take it home with them they want to circle it..

Go thru sets with key phrase and instruct to circle FAVS now. “should you choose anything , know that I have it with me TODAY in the car and you get it now! I take cash, credit, check and the creative financing and spousal unawareness plan. “

\*commercials for some specialty product to be used at the FUF or they could get them now for instant gratification! JUST tell them and then they need to circle it…………

**Microderm set** = reduces pore size, improves texture the REFINE nourishes skin from BELOW bringing oxygen to the top of the skin for a more healthy glow. Step 2 nourishes the skin from ABOVE with an exclusive triple tea complex – they try it. U wanna GLOW right? followup facial..) try on elbow

**Serum + C** =precious antioxidant rich serum has key ingredients that enhance the production of new collagen & keep existing collagen from breaking down AND has key ingredients that resist the breakdown of elastin. FACE LIFT IN A BOTTLE. Back of hand.

**Even complexion essence**- restore skins natural tone by reducing visible dark spots and reversing skin discoloration.ON ALL SKIN TONES! Bronze = acne scars due to melanin= interupts melanin production.LONG TERM BENEFITS. Back of hand…

**Even complexion mask** – IMMEDIATE brightening effects/radiance. Just show.

Set #6 had that primer and the super cute compact! SHOW it

Set #7 has concealor, highlight pen, primer, eye liners and mascara

Set #8 has that satin lips plus other lip goodies like liner and gloss.

Set #9 has the mid sized magnetic compact with custom color syu can try at your FUF.

Set #10 we can do do to nite with cream shadow primers in one!

Set #11 is the BODY toning and satin hands you loved at the beginning

Set #12 is the body care set for fragrances. Many like to do a waterless pedicure with this set!

Now romance the rest of the sets they used and suggest any to try at the FUF!. **Romance the Roll up bag show how it rolls up and peels off!** Circle the ones they want and for the wish list.

Here is how you get your FREE rollup bag. AND THE BEST DEALS! Look at the right

hand side of the sheet. Pick at least 6 sets and you get those sets for JUST $299 PLUS the free roll up bag! This is the BEST deal! b/c if you are like me and you EVENUTALLY want it all, Eventually will cost you more. OR you can Pick 4 sets and you get those for JUST $199 PLUS the free roll p bag! OR choose sets 1 and 2 called the miracle set and get that for JUST $99.

Then say: There’s just one more set that I want to show you tonight and it is the best value of the evening. I’m pretty selective about who I share this with. I don’t just tell everybody and this set includes (*show every product that comes in the starter kit*) U see set 1, there’s 2 of these c/o and n/d. Foundation – not just one – either 11 age-fighting or 7 mineral. Set 2 – day and night solution are full size, oil-free eye make-up remover – full size, ultimate mascara – full size and all the catalogs, trays and mirrors that you are presently looking at and even wash cloths. It even includes a day timer, training CD’s. Besides the $410 of products, it includes getting product at half off for the rest of your life, tax deductions, personal growth and training, making more money and the best gal pals in your life! Value $410 and it costs only $100 and 100% tax deductible. And (insert your quick I story here) make it relate to what they told YOU they wanted more of….. and remember when I asked about what you would do with $10,000….. well I estimated that with the sales average of a trained consutant being $100 a person, if you were to do 1 appointment a week with 3 to 5 ladies there for just 2 hours and did that consistently But took off in the summer for 3months, you would have an extra $10,000 profit for 2 hours work. Could you see the benefit of that? It might not be for YOU but it is totally worth checking out. Should you want a sales ticket for that , this is what it looks like( set down an greement)

OK now We are gonna finish up with the QUICK dash out the door look that is in your tray and then I’ll take th person who needs to leave first in the MK office( which is on the sofa, near door or where ever you find a separate place.) describe and show but let them do it and take first person. So that last thing they think about is the skin care.

**MK cream eyeshadow** is a primer and shadow in one! Multiple layers with light effects. Or eye primer that keeps color on, longer with no creasing. GREAT for allergy eye’d women!

**MK lash love or ultimate mascara** – provides 4 or 5 times the volume of lashes. Water resistant – daily use but wedding or funeral, go for triathalon tested waterproof!

Do you LOVE it all? Wow! Ok you can put your bronzer and lips on by yourselves and grab some refreshments really quick while I take the first customer to my office to write down her wish list.

Okay I’m ready to help you make any selections and make your wish list. You can join me in my Mary Kay office on the couchn(sofa, big chair, dining room table, anywhere that is separate!) Bring your customer profile and sets sheet with wish list on it. Oh and be sure you look at the menu of choices you can have for your FUF! (and this is las time and the last person gets the prize!!!

Now you close the sales using the closing sheet for GNO. Should have updated one on my website under closing sheets. Follow it! **“\_\_\_\_\_\_\_\_\_\_\_\_So glad you could make it! You were so \_\_\_\_\_\_\_\_\_\_\_\_\_.** “(Fill in with accurate compliment. )

 **“Did you have a good time**?” (smile and nod)

“**Did you like the way you looked?** “(Smile, nod and say GREAT!)

 “**If money grew on trees what would you take home with you today**, **the miracle set, the 4 sets and rollup or would the 6 set package be best for you?” OR would you rather have that GREAT 4rth set for $100?**

(smile and don’t say anything at all, nothing, nada until she says something)

She says: “I just bought a supply of brand X”

You Say: “May I ask you a question? Having tried Mary Kay, do you feel like it is as good or better than what you are using? I would love for you to try our products. If you try them for 2 weeks and aren’t completely satisfied, it is 100% guaranteed!”

She says: “I don’t have the money”

You say: “You know, I can understand that. If I could show you a way to earn part or all of the products you want, would you be interested? I would love for you to be able to take home the products you want tonight and we can work out a plan to pay for part of it and earn the rest through hostess credit

She says: “My husband would have a fit!”

You say, “Are you currently using some kind of skincare products? Well, wouldn’t your husband be willing to let you spend your money on a product that will work and is 100% guaranteed if you are unsatisfied? I know mine would. We have several ways to make the payments easy on both of you!

She says: “I tried MK and it broke me out! I’m Allergic”

You say, “I’m so sorry! If you don’t mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you at a follow-up facial to solve the problem? Often times, if a consultant is not well trained they can misformulate products. That can be disastrous! Were you able to take advantage of $back guarantee? Since we have cutting edge new products, I would love to have the chance to make it right for you. You can bring along the old product and I will give you credit for them.

When she decides what she wants, say “Great. How do you want to take care of that? Cash, credit or check?” When she decides you say “great” and write up the sales ticket. While she is getting her form of payment out and you are filling out the sales ticket, say “I can see that you are the most interested in

\_\_\_\_\_ at your follow up facial.” Great” what time works best for you? Week nights or weekends?” when she tells you, then offer her your 2 time slots to pick from “Great I’m excited to help you with that.”. Would you like to know how you can earn some free products from me? Great. You could share your follow up facial with some gal pals. I really enjoyed our time together, and I think you were \_\_\_\_\_\_\_ (genuine compliment). I think you’d be a great hostess.

I’m too busy.I know exactly what you mean. Life seems to be flying by. Do you ever feel like you need a little personal pampering time? How about inviting 2 or 3 of you buddies for a 1 hour spa session?

I don’t wear any color.That’s perfect! You might really love to play in the other skin care options. I’ld love to see what you think of those! We won't even mess with the glamour.

All of my friends are already here. Well what if we invited them to your party and did something different for your facial. They would have fun too! Great!

I don’t know anybody. I understand. well if you wanted to get to know your neighbors, it’s a great way to do so!

Well I will still be here to pamper you!!! (double book her with another facial to maximize your time.)

so glad to help you at that time. I want to make this the most fun for you. As your partner, I am committed to your party. I will be there for you no matter what. Now, part of my job is to invite your guests. May I get your guest list tomorrow morning or evening?” “Great” do you want to call me or email me? Great.” (then restate when you are getting the list from her)

Hand her a hostess packet and let her know that she has enough books to pass around if there are people who can’t make it and want to place an order b/c that will help increase her hostess bonus. . “Great. I’m so excited to be working with you on this. We will have a ball. Say “I’m also interested in sharing a little more about what I do with you. You are such a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (genuine compliment) and I really like and respect you. I would love to talk with you briefly to

get your opinion on how MK works. I know Mary Kay may not be some thing you’ve thought of before but I would like to get to know you better and share the business plan with you. I’d like your opinion

of it over the phone or after the class here. It takes just 10 minutes. What is better for you, after we pass out the products or on the phone tomorrow when I get your guest list?” (you may also say this “ I’d love to see what you think of MK. And how it works. Here is my director’s pre-recorded Mary Kay story. It is inspiring and she is giving away a free eye shadow to any customers that listen and give their feedback. Here this is the info. When you listen and text her the secret code, she’ll call you back and get your opinion, your free eye shadow AND register you for a product drawing this month. Isn’t that great?!)

c. She picks whether she wants to listen today ot tomorrow and you say “great”. Hand her the marketing info hotline number. “Thanks so much!” use touch if she is that kind of gal or eye contact if

that is what she needs. And say “send in the next customer.

Go home and do the following:

1. Call the hotline to report.
2. Text Michelle the names and phone numbers of your guests who said I could call to get feedback.
3. Restock your inventory bags with products if you take them with you all the

 time.

1. Restock your rollup bag and bag with facial supplies to be ready for

next class.

1. Order any products that you need to fill the customer’s order if you don’t have

the products.

1. Prepare checks and cash for deposit. charge credit cards
2. Fill in your weekly accomplishment sheet
3. add customer to the preferred customer program
4. write thank you note
5. file the profile and order in your filing system
6. Write down when you are to call them back for guest list and interview and

check on the products in your date book.