

****Important note:** As the guests arrive, have your Hostess do Microdemabraision on the back of one hand.
She does Satin Hands at the end after the Table Close.

1. **Welcome** .. Introduce yourself .. My name is ___ and I am excited to present the best selling Skin Care and Color Cosmetics in the nation! Mary Kay believes that women deserve a quality product that does what it says it will do. And tonight, I plan to pamper you and to please you and show you the results! **(If this is a FACIAL, Skip to #5)**

2. **Introductions**

Have them introduce themselves ..

- A. Tell name,
- B. How she knows hostess
- C. Favorite MK product and why

3. **Agenda**

Here's what's in store for you tonight

- A. *First I will tell you a little about my company*
- B. *Second, we are going to talk a whole lot about healthy skin and you will get to try our Powerhouse Miracle Set*
- C. *Then I will meet with you individually in the _____ room and discuss your own personalized skin care needs and you can do any shopping you may like to do while our hostess is serving refreshments in the kitchen. While we are together at your private consultation, that's when we will set up your checkup appt. That's when you and I get together in 7-14 days and I make sure everything is working well. But we will talk more about that later.*

care needs and you can do any shopping you may like to do while our hostess is serving refreshments in the kitchen. While we are together at your private consultation, that's when we will set up your checkup appt. That's when you and I get together in 7-14 days and I make sure everything is working well. But we will talk more about that later.

4. **Now I'd like to present the Hostess with a THANK YOU GIFT:**

- *This gift is for having me over and sharing me with your friends, which is a HUGE complement!*
- *Remind me to tell when we schedule YOUR CHECK UP FACIAL how you too can earn a prize when you share your appointment like (hostess) did tonight!*
- *And _____(Hostess), at the end of the class we will add up everything and see what else you get to choose because you held a class for me. I thank you for being a special hostess in this month.*

5. **Discuss your goals**

It is my goal to do a couple of things today..

- A. *Show you how easy it is to fall in love with MK.*
- B. *Have you decide to choose me to be your beauty consultant for LIFE!!*

Remember, this is a SKIN CARE SESSION!! Your glamour session will be scheduled with me one-on-one like I did with (hostess) tonight. That's what's called your CHECK UP FACIAL and we will schedule that tonight when we meet one on one! So tonight we will not be doing color. Wouldn't you agree that healthy skin is what we all really want? I like to call our faces the canvas and when you start with a healthy canvas, wouldn't you agree that everything you put on it looks great!

Oh, and remember, no purchase is necessary so I only want you to purchase something if you absolutely LOVE it and you know you will use it just like I show you!! And for your convenience I do have all the products with me tonight Just in case you are tempted by something. I do accept MC, Visa, Discover, AM Express, check and of course cash!

If this is a FACIAL, Share you Pink Changing Lives and Belief Statement ONLY

Who likes to play games? Well I have a fun one we are going to play! As a part of my job, I have to be sure I set each person up for a their 2nd appointment. We call that a "Check Up Facial". If you choose me as your consultant then at your "CHECK UP FACIAL " we get together to make sure everything is right for you!

- *How many of you COULD GET EXCITED about taking home a *FREE gift tonight? Every time you hear me say the phrase "CHECK UP FACIAL" if you're the first person to say, "I need mine!" you get a ticket towards the door prize. Also, questions are fun so I will give you a ticket when you ask me a question about the business or about the product! So here's your first ticket just for coming and because I like ya!*

Now let's talk about Mary Kay Ash and how PINK is changing lives... This is where you share what you love most about Mary Kay the company. Pick what is important to you.

- *The Mary Kay Ash Charitable Foundation*
- *The Company being founded on the Golden Rule*
- *The Company priorities of God 1st, Family 2nd, Career 3rd*
- *Mary Kay's progressive corporate recycling program*
- *When you host a Mary Kay party you are supporting a small business*
- *Mary Kay does not support animal testing*

Write your PINK Changing Lives Story here and share your "Belief" Statement:

Now let me tell you why you will LOVE MARY KAY and having ME as your PERSONAL BEAUTY CONSULTANT:

· If I could show you a product that would take YEARS of your look, minutes off your beauty routine, and has a 100% money back guarantee, COULD YOU GET EXCITED? No more MAKEUP GRAVEYARD!!! This is how I do it!

If you choose me you get....

· Shop 24/7 on my website. *FREE shipping or delivery. Includes my GIFT GIFT-GIVING SERVICES!

· A *complementary magazine subscription of the Look which includes *FREE Samples of HOT NEW products.

· A "CHECK UP" from the neck up, couple times a year. You get to invite a few friends to see what's new, learn some new tricks, reorder products you're running low on, rematch foundations, and just have some girlfriend FUN. And remember, your first "CHECK UP FACIAL" will be 7—14 days from today!

· You get me, your own PERSONAL BEAUTY EXPERT who will help you look your BEST for special occasions like PROMS, WEDDINGS, HIGHSCHOOL REUNIONS, etc..

• So, can you see why women are switching to Mary Kay daily? Well I know you can hardly sit still with all the excitement, so let's get started and try this Powerhouse Skin Care we call the Miracle Set!

Page 7

What we'll be doing over the next 30 minutes or so will only take you about **3 minutes in the morning and 3 minutes at night and you're worth it! Look in the mirror and say this with me, "3 minutes the morning, 3 minutes at night, I am worth it!**

Now this is really important! Have you ever heard that hair products are made to work together? If you use one brand of shampoo you should also use that conditioner? Well, skin care is the same way! Sometimes we create issues with our skin because we are using a little of this and a little of that! Let's see what happens today when you use our Miracle Set! These products work together to help you have the Skin you Desire!

Now, let's try this product. Put a dot on the center of your forehead, one on your right cheek, one on your nose and one on your chin. Now, go up and out and be sure you avoid your eyes. Don't forget to do your neck too. I've put the system in your tray today that I think is going to be best for you. Keep in mind we have 6 skin care lines so we want to be sure it's perfect so at your "CHECK UP FACIAL" we will make sure it's right~

Now let's apply the Day Solution. Our Day Solution has a SPF of 35 and it fights off free radicals and it has a calming peptide that makes your skin appear softer and more youthful. Use the same dots and go up and out. And don't forget your neck!

Now, let's go on with the Age Fighting Moisturizer. Use the same application.

It just a minute we will turn to page 11 in your book and we will read about our foundation then we will add our protection step. But for now, I'm sure you have already thought, "I wonder what made her decide to start this business". So before we do, foundation I just want to share how I started in MK.

Page 8

Write Your I story here:

I've been building my business ___ and before Mary Kay or I also work(ed) as a _____ in my full-time occupation.

Before I became a consultant, I thought Mary Kay was _____

However, I decided to become a consultant because _____

What I love most about my business now is _____

And what I see for my business in the future is _____

(Memorize) I am looking for women that want to make an extra \$1000 or more per month. Someone like a student, single mom, or stay at home mom that has more month than money, a woman working full-time who is thinking about getting a part time job to pay for niceties or necessities for her family, or someone retired whose 401k has shrunk to 201k and she would like to play with purpose for fun money as well as travel money. If you know someone like that, please give me their name and phone# and you will receive a \$50 product gift certificate as a thank you when she joins and goes to work. You know, Mary Kay always said that at every class there's a future Beauty Consultant waiting to be discovered. I wonder who it will be tonight? (smile at all of them) Now, let's apply our foundation. Please turn to page 11 in your book.

Page 9

*My goal here today was to introduce you to Mary Kay. Now remember, at your **CHECK UP** facial I will do a customized glamour look like I did for our hostess today just for you and we will do some other fun stuff just for you.*

But for today I have some samples of Lip Gloss and Cream Eyeshadows for you to play in to create what we call The 2 Minute Look.

*Part of my commitment to you as your Beauty Consultant is following up with you to make sure you are happy with the products you select tonight. And that's what we will do at your **CHECK UP FACIAL**. I will evaluate your skins progress and see if you have any questions or additional needs.*

Now in just a few minutes I am going to meet with each of you individually to allow you to ask me one on one questions and to do any shopping you might want to do tonight and get your 2nd appointment scheduled.

All the color on the table are samples. Please have fun and be sure you use a clean Q-tip and Cotton Round each time you try something new.

But before we do that its time to look in the mirror....

It's complement time. Let's tell each other what we like best about how the right side of their skin looks.

"What do YOU like best about how your skin looks and feels?"

Oh, also, while I am doing the one on one meetings you can do the other side of your face with the product that's remaining in your tray.

Page 16

- **Now, I'm going to show you some of the most popular Mary Kay Product Sets and how you can earn some Fabulous FREE gifts and great BONUS!**

(*Table Close Insert Sheet from the Beauty Books)

- **Let's start with the Ultimate Miracle Set.** This has everything you need for the healthy and beautiful skin you deserve—TimeWise 3 in 1 Cleanser, Age Fighting Moisturizer, + your foundation, Day & Night Solution, Micro-Dermabrasion, and Firming Eye Cream! And here it is as shown, for \$192. But looking younger than everyone at your High School Reunion....PRICELESS!!! **Now that's 3 sets. Say this with me, "That's 3 sets!"** I'll explain what that means in a minute.
- **Next, we have the Miracle Set.** This includes your TimeWise Basic Skin Care + Foundation, & Day & Night Solutions for \$110. Today your face experienced a "MIRACLE" using our MIRACLE SET and that's TWO sets. Say that with me, "That's 2 Sets." I'll explain what that means in a minute.
- **And now, my most popular set, the "Create-A-Roll Up".** You can customize your own Collection! This is why we've been discussing skin care and the number of sets you get with each one. When you choose the "Create-A-Roll-Up option—your Travel Bag is FREE and you get any 4 sets of your choice! Ultimate counts as 3 sets, Miracle is 2 sets.
- **What most women do when they build a roll up is start with the Ultimate Miracle set, that's 3 sets, then they add the Compact Set on the back of your menu as their 4th set. Then when we get together for your "CHECK UP FACIAL" we will select the colors that are best for you using the information from question 7 on your profile.**

Page 17

- I've enjoyed being here today. **Raise your hand if you had fun!** Great! Now, it's your turn to go to work. Your job is to decide what you would use and benefit from and it's my job to find a way for you to have it.

- Now, **I'd like to ask you 4 quick questions as a group to save time.**

• **On the front of your Profile Card:** Please check off the things you'd like to learn more about at your **Check-Up appointment** where I'll be customizing your Create A Look. Techniques for eyes, cheeks, and lips, etc. **If you'd like to take home a cd/dvd to learn more about what I do check on the box beside Earning Extra Money. If you'd like to share your appointment with 2 or more friends and count as one of the Hostesses 2 bookings, check off Earning Hostess Rewards.**

Now Turn Your Profile Card over

- **Question #8:** I know it says what are you currently using, but I'd like you to write down what you liked best about the Set we used today vs. what you now use at home.
- **Question #9** If someone were to call and ask what you would like for your birthday, Christmas, Mother's Day, etc. What products would you love to receive as a gift.
- **Question #10:** In addition to what you liked best, I want you to tell me, if I were going to let you take any one of the 4 sets home for FREE, which would you choose?

__Create a Roll Up __The Ultimate Miracle Set __ The Miracle Set Write your favorite collection on the line. If you chose the Create a Roll Up , write down the 4 sets you would put in your Bag on the back of your Profile Card at the bottom.

- **Question #11** Okay, everybody grab your cell phone. This is the last opportunity to earn some more tickets. As I told you before, I don't advertise. The biggest complement you can pay me is to introduce me to your friends. That tells me you liked me and had fun tonight. **Who comes to mind, had they been here, they would have had fun and enjoyed what we did today? Write their names on your card. You will get a ticket for every name you write on your card. You can write in the pink section too!**

Ok, If you need to leave right away, raise your hand. (After telling those who raise their hand how to come. Go around the table and call them by name saying, "Suzie you come next, then Blanche, then Sharon, then (Hostess Name) come last so we can figure out what your getting free for hosting tonight! Ladies, while you are waiting for your consultation, you will get treated to Satin Hands and refreshments that (Hostess) is going to serve. Also, feel free to play in the Cream Eye Shadow, and lip gloss demos in the center of the table. Just please don't double dip! Use the applicators and only apply from your tray. :)Thank you all again. I've really enjoyed myself! I hope you have too.

Also, here's a Pondered Pink form I need you to fill out for the Half Price shopping spree drawing that we do each month at our SHINE meeting! Fill it out completely and bring it in with you for your individual consultation.

Page 18

8 Point Close at the Individual Consultation

Guests Bring with them: Profile Card, Close Sheet, Pondered Pink Form, Ultimate Miracle Set
In Your Consultation Area you already have set-out:

Money Bag w/calculator and change, Sales Tickets, Consultant Order form, Trend Looks to choose for follow up appointment, Hostess Packets, Team Building Packets, business cards! (This is in the outer shell of your starter kit)

1. "Did you have a good time?" (Nod and smile.)
2. "Don't you just love the way your skin feels?" (Nod and smile.)
3. "Until we get together for your follow up appointment, did I answer all your questions?"
4. "You know your situation better than I do, so, what have you decided to take home with you... Maybe the Roll-up Bag where you get to choose 4 sets, or maybe the Ultimate miracle set, or maybe just the Miracle Set is more for you. Whatever you want to do is fine with me" (Be quiet, look down and wait for her to speak)
5. After she tells you what she wants, you say, "OK Great! I think you will be very happy with that! How would you like to take care of it... MC, Visa, Amex, Discover, check, or cash?"
6. "Great, Now let's set up your follow up and customized makeover session. Which would be better for you, an evening during the week, or a weekend? (only give 2 choices at a time until you have booked the appointment. Date & Time.)

Then use the Correct booking approach: (get below eye level - look her in her right eye-smile and nod)

"_____, tell me, (pause) when we get together for your follow up appointment is there any reason why you couldn't invite a few friends to share it with you, because when you do, you can take advantage of my hostess perks program and earn those things you didn't get today at a discount or maybe even FREE! Plus, I think you would be a great hostess and I know we would have a blast together!"

7. "_____, I want you to feel like you're getting a whole lot more out of your party than you put in to it. Can I give you a few suggestions on how to have a successful party?, Great, when would be a good time for me to call you in the next day or two to get your guest list & go over a few hostess tips with you? Set up an appointment within 24-48 hrs. Share your excitement and let her know that she is also helping her hostess earn product and reach her party goal.

8. Offer the opportunity: "_____ there is one last question that I have to ask you. I noticed that you circled (yes, maybe, no) about learning more about the Mary Kay opportunity. Part of my training as a consultant is to learn how to share company information with other women and ____ I look for women of your caliber everyday and I was really impressed with you! Now, I know that Mary Kay may not be anything ever in a million years you have ever considered & that is ok! But is there any reason why you couldn't call into our conference call and hear how we make our money in Mary Kay? It only takes about 20 minutes, you get a [\$10 coupon, free eyeshadow, or lipstick] just for your time, it's totally ok if you are not interested, and it really helps me out with my training. Plus, I promise that you will learn something new and if it's not for you – you can be a talent scout for me. Does that sound good?" (Book the Appointment within the week)

- Have her send in the next guest and repeat.