

Skype Facial – How to book via Facebook, Email or other Social Media

What you say:

Hey _____ I have a huge favor to ask you. If I sent you a bag of Mary Kay goodies, would you be willing to do a facial with me via Skype?

When they say yes:

Great! Thanks so much. I just need your skin type (normal, oily or dry) and your mailing address.

Once they give you their information:

Awesome! I'll let you know as soon as I send these out. Once you get them, we can set up our skype "date" ;o) My Skype name is _____

What to send:

Timewise Cleanser/Moisturizer

Day/Night Solution

Firming Eye Cream

Microderm Abrasion

(optional R&R Complex)

Satin Hands

Foundation sample (Mineral Powder is probably the easiest)

Candy

Random color sampling (color card with mascara sample is nice)

Beauty Book

Look Book

Customer Profile

The day of the Skype facial:

Have them have a washcloth, mirror and the goodie bag you sent ready to go

Have samples next to you as well... it's so much easier if you say AND show them what they are looking for

Fill out the customer profile for them, but they have it so they can look at it. It's for your records, not theirs

Conduct the facial/class as you pretty much normally would, working your way through the Beauty Book and Customer Profile.... Finish with the Power Close as usual

If they are willing (and so far, 100% have been) conduct an interview on the spot. Otherwise get them to listen to Tammy's marketing on the phone or be willing to take a DVD.