

# Mary Kay Party Outline

## Center of the table:

- Book to Look gifts, pictures of cars, prizes, etc...

## Each guest will have:

- Customer Profile
- Pen
- Headband
- Mirror, with tray, and pampering appointment placemat

## Before the party:

Welcome each guest with a sincere charismatic smile! 😊 Memorize their name, find something in common with them if you can, and guide them to a seat. Match their foundation if you are doing foundation at that appointment. Have them fill out sections 1-5. On # 4 they can draw a star on the appointments in section 4 that sounds like the most fun for them. (This will help you to know what they want to try at their follow-up appointment). On #5 say “just for trying you will get a little gift, then for every column you fill out you get an additional gift. Pull out your phones and see how good you can do. 😊” If you are doing an on time drawing, write the names of those who were on time on tickets and set them aside.

## **LET THE PARTY BEGIN!** (5 minutes)

“I am so excited to party with you girls! I’m Rosann and I can’t wait to pamper you! Thank you Katie for hosting a party for me! I know everyone here thinks Katie is so AMAZING! Although she is already earning free product from me, I wanted to give her an extra surprise gift just for hosting a party for me!! (Pull out gift and give it to the hostess). I will be giving out gifts throughout the party. I wrote the names of those who were on time on tickets and we will do that drawing now. (Do on-time drawing). Then throughout the party, anytime you compliment the product, ask questions, or laugh at my cheesy jokes, you get a ticket. At the end we will do another prize drawing, so make sure you write your name on the back of each ticket! Also if you want to be guaranteed a gift the first 3 people (or however many ‘book to look’ gifts you have) that decide to book a party with me, can grab a ‘book to look’ gift on the center of the table and take it home today! Today we will spend 45 minutes pampering (or playing in color), and then 45 minutes meeting with you for your individual consultation. If you have to leave first, make sure to meet with me before you leave, so that Katie gets credit.” 😊

## **Tell them the outline of the party:** (The time amount is just for you to know, and to try to stay on track)

1. Getting to know you (10 minutes)
2. Pampering Appointment (15 minutes if facial, 30 minutes if make-over)
3. Play a guessing game where we will find out the main reasons why women start their own Mary Kay business. For playing the game everyone will get entered into a drawing to win (an ipad, or whatever is the promotion of the quarter) (5-10 minutes)
4. Then I will tell you an adorable story about the order of application and our best kept secret! (Roll-up Bag Close) (5-10 minutes)
5. Individual Consultation (5-7 minutes per guest).

1. “I want to meet everyone! Let’s go around and have everyone share a little about them; what they spend most of their time doing, and something unique about themselves. Whoever goes first gets 3 tickets!” 😊 After everyone shares (try to keep it to 30 seconds to a minute for each person) then share your “I” story. Keep it to 90 seconds (what you did before MK, why you gave it a try, and why you love what you do). End your “I” story with: “So thanks for coming today, you don’t even know this, but just by being here you are helping me out with some huge goals I have this year of (share your goals).

“There are 3 things that will happen today:

1. You will become my customer, and I’ll take care of you!
2. You’ll be a talent scout for me and be a hostess and introduce me to new friends
3. You’ll change your life and join my MK team today.

“Let’s see which one you are!”

2. **PAMPERING APPOINTMENT:** Either Timewise, Timewise Repair, Botanical, Foot Spa, Make-over, or Clearproof. Avoid combining appointments. The foot spa is the only one that can be combined..
3. **MRS CAB** (only 5-10 minutes) “Now it’s time for our guessing game! I’m thinking of reasons why woman start their own Mary Kay business. For any guess you get a ticket, and for the correct guess you get two tickets! You can also throw out candy instead of tickets. 😊 Everyone will get entered into our quarterly ipad drawing,
  - Money, Recognition, Self-Confidence, Cars, Advantages (tax), and Be you own Boss
  - If time is short I just talk about 3 of the 6 reasons. I have them guess what M, C, and B stand for.
4. **Adorable Story (Roll-up Bag Close):** Have Timewise Cleanser, Moisturizer, Day and Night Solution and Microdermabrasion Steps 1 and 2 next to you on the table.

“In our story today we are going to talk about a family. (Pick up Cleanser) This is your cleanser. Isn’t he tall and handsome? He has got these nice broad shoulders and is a hunk! He is the dad of the family we are going to talk about and he is leading our family.” (Pick up Moisturizer) “Then if that is the dad, then who do you think this will be? The mom! Mom’s do everything last, they go to bed last, they eat dinner last, they eat whatever is left over. So the moisturizer is the last thing to go on your face.” (Pick up day and night solution) “Then we have our two little kids. They go in-between the parents so they don’t get lost. They are our day and night solution.” (If they didn’t try the night solution because it was day time, squirt it on the back of their hand for them to demo it).” Then twice a week the “In-laws” come to visit the family. 😊 The in-laws in our story is our microdermabrasion. Has anyone tried microderm before? Microdermabrasion is a deep exfoliator that is refining your face and leaving it super soft and silky. Since it is so deep, it isn’t something you need every day. I use my on Tuesday’s and Saturday’s and I use it in the shower so that the fine exfoliating beads rinse right off!” 😊

Turn your paper over to the back side. **Draw hearts by the products that you LOVED!** (Then just talk about the sets that you tried at the pampering appointment). Here are my specials. You get a free travel roll up bag (\$35 value) when you order \$150 or more. Then I have a gift with purchase (this quarter it is a mini microdermabrasion set) when you order \$45 or more.

“I promised that I would share our **BEST KEPT SECRET!**” (Pull out a picture of the starter kit). “This is our Mary Kay starter kit. It is \$100 (\$116.10 with tax and shipping) and inside this adorable bag it comes with

\$300 of full sized product! At the beginning I mentioned that 3 things would happen today. Either you'd be my customer, my talent scout, or you are ready right now to join MK. You might have no idea if you'd be good at this, but what is the only way to find out! To try! You might be thinking I'm too busy, I've found that the most successful women on my team are busy women. Busy women know how to manage their time and get things done! You might be thinking, I don't have the \$100. That is exactly the reason you should join, so you don't have that problem again. You might be thinking "I'm not the sales type". Women LOVE to buy, but they don't like to be sold to. So non-sales type woman I have found are the most successful in a Mary Kay business. Plus the product sells itself. Maybe you don't know a lot of people. If you can find one person who might be a practice facial for you, I can show you how to turn that one facial into all of the other facials you would ever need!"

Circle which one you are!

A: Ready Right Now- Ready to change your life! Nothing changes if nothing changes!

B: Ready for a change, but I need more information!

C: Talent Scout: Right now I have all the money, fun girlfriends, flexible, and I'll be a loyal customer. 😊

Okay everyone, turn in your tickets and we will do our drawing now.

## Individual Close

Tiffany Stout (#1-7 from a Million \$ Message) and Dacia Wiegandt (#8)

Materials needed: Pen, Sales tickets, Change (if they pay with cash and need change back), Calculator, Calendar, Beauty Consultant Agreements, What do you think forms (WDYT)

If short on time SKIP the SALES and go for the follow-up appointment and marketing. Use the SNAG technique (Smile, Nod, Ask Questions, and Gesture). Look in her right eye, with your right eye.

1. Hi Lindsay! Did you have a great time today?
2. Doesn't your skin feel great? (Touch your face with the back of your hand.)
3. Did I answer all of your questions?
4. Out of all the sets that I showed you, what would you like to take home today? (Then it is important not to say anything until they talk next. If they start naming product they want, you write it on their sales ticket, and ask "Is there anything else" until they say, nope, that is it.)
5. How would you like to take care of that?
6. The next thing we need to do is schedule your 2nd appointment. Which appointment sounded the most fun to come back and try? When would work best for you; next Tuesday at 6pm or Saturday at 10am? (If she isn't sure- then use the tentative booking approach, that way she is on your books, and if she can't make it that day, she knows that she can reschedule). Then after you get her scheduled, smile and say: "At every skin care class I like to pick one or two people who I think would make a great hostess. I had so much fun with you today and I bet your friends are just like you! :) Is there any reason why you couldn't invite a few friends to join you at your 2nd appointment?"
7. Lindsay, I want you to get the most free product at your next appointment. Would it be okay if I showed you how you can maximize the free product you can earn? Show her your hostess program.
8. Lindsay, I had so much fun getting to know you today!

**If she circled A:** If you knew you couldn't fail, and you knew I would be here to show you the way, is there any reason why we couldn't get your starter kit ordered today? I would LOVE to have you on my team! Great! Here is the agreement, can you fill it out and I'll meet with you at the end?

**If she circled B:** From everything you heard, what appeals to you the most about doing this just part time? Why would you be good at this? On a scale of 1 to 10, and you can't be a 5. A 1-4 means I have everything I need, I would rather be a customer, host a party, and just order my product from you. A 6-10 means 'you know what, I'm excited and nervous, and I just want more out of life right now'. What # are you? What more information could I give you to help you go from a 7 to a 10? (Have her fill out the agreement form, and leave the payment blank if she needs to sleep on it, or take more information home.)

**If she circled C:** I'm going for a huge promotion in my business (Car, Directorship, Unit Contest). I need 25 people to come fill a seat for me at a marketing event. It's ok if you are not at all interested in the Mary Kay opportunity. I get credit for everyone that attends. They are just an hour and I can give you \$10 in free product to pay you for your time. I've only done 13 (or whatever # you are at for the month) so far, so I could really use your help. Can you help me out? (Have her fill out the WDYT form.)