

# Welcome to



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# **Topics:**

- Booking & Selling**
- Recruiting**
- Goal Setting**

# Booking & Selling

# **Booking:**

- Finding Leads**
- Booking Scripts**
- How do I book?**
- DISC when Booking**
- How do I coach my hostess?**

# **Finding Leads**

- Friends, Family, & Acquaintances**
- Referrals**
- Booths & Customer Appreciation**
- Warm Chatting, Creating a Buzz**
- Facial Box, Other**

# Warm Chatting

# Booking Scripts



# **How do I book?**

- Calling/Talking**
- Enthusiasm!!!**
- What if she doesn't answer?**
- Overcoming Objections**



# **DISC when Booking**

**D – Tell exactly what you need, and how for her to reach her goal. Cut to the chase.**

**I – Needs to know it will be a ton of fun!!! Friends will have a blast!!! Keep her on task.**

**S – Needs to know everyone will be taken care of, including her family.**

**C – Wants to know all the details ahead of time. Help her keep it simple & not over-think.**

# **How do I coach my hostess?**

- Hostess Packet**
- What's in it for her?**
- Review plan for party**
- Guest List**
- Preprofiling the guests**

# Questions?

# **Selling:**

- Where You Can & Can't Sell**
- What to Bring to Your Parties**
- Packing Your Bag/Kit**
- Setting Up the Table**
- Steps to the Party**
- Selling Scripts**
- Closing the Party**
- Individual Consultation**
- DISC when Selling**

# **Where You CAN & Can't Sell**

## **CAN:**

**Party, Facial, On-the-go, Word of Mouth, Catalog,  
MaryKay.com Site**

## **Can't:**

**Craigs List, eBay, Amazon, Yard Sale, Booth,  
Out of a business front,  
In a service establishment**

**Review the Legal-Ease docs on Mary Kay  
In Touch for all the details.**

# **What to Bring to Your Parties**

- Starter Kit & Demo Product**
- Inventory Product to Sell  
(kept in car or back room)**

# Packing Your Bag/Kit

**Extra Supplies Needed:  
Q-tips, Cotton balls  
headbands, ink pens,  
Calculator, Ponder Pink**



**Additional Demo Product:  
Serum +C, Firming Eye Cream,  
Microderm, Foundation Primer,  
Satin Lips set, Full-size color**

# Setting Up the Table

- **Tray & Mirror**
- **Tray Inserts & Label Sheet**
- **Applicators & Cotton Balls**
- **Beauty Book**
- **Customer Profile**
- **Facial Cloth**
- **Headband**
- **Writing Pen**
- **Product on trays**



# Steps to the Party

- Meet the guests
- Introduce Mary Kay Ash the woman  
& the Mary Kay company
- Share your “I” story
- Demo the products
- Table Close
- Individual Consultations

# Selling Scripts



# **Closing the Party**

- Travel Roll-up Bag table close**
- 3 questions**

# Individual Consultation

1. What would you like to purchase today?
2. Is there any reason why you couldn't host a party?
3. What do you think about getting a Starter Kit tonight?.....It's only a hundred, you get over \$400.00 worth of product/supplies and training tools. Plus, I would just love to work with you and have you on my team. What do you think?\* \*\*

*\*{If yes, sign agreement online & schedule New Consultant orientation within 48 hours, & enter into \$100 MK Product Drawing giveaway.}*

*\*\*{If no, enter into \$100 MK Product Drawing giveaway}*

# **Interactive Role Play**

- Practice individual consultation**

# **DISC When Selling**

**D – Take it home right away & not have to wait**

**I – Fun to take it home tonight so you can impress your friends tomorrow!**

**S – Time for a change? You can always return it if you change your mind.**

**C – Take it home to follow step-by-step plan for results. Can always return it if it doesn't work.**

# Questions?

# Recruiting



# **Recruiting:**

- Why is Recruiting Important**
- Inviting Guests to Events**
- DISC When Recruiting**

# **Why Recruiting is Important**

- Mary Kay asked us to pass it on**
- Don't prejudge**
- Earning more money from Mary Kay**

# **4-Point Recruiting Plan**

- Ask hostess, “Who is coming today who might be interested in doing what I do?”**
- Share your I-Story during the party**
- Select 1 person at every class & offer them your career**
- Offer the hostess a product gift for every person she refers who joins**

# **Inviting Guests to Events**

- Career Coffee and Marketing & Makeovers**
- Brunch**
- Unit Meeting**
- Career Talk**
- Marketing Call**
- Never, ever prejudge. Offer it to everyone. Invite everyone!**

# **DISC When Recruiting**

**D – You are sharp, owe it to yourself to give it a try. Was designed for women with your focus & vision.**

**I – You have to do this! So much fun & prizes, & your the perfect personality for this business!**

**S – Provide your family with the extra \$ to make a difference, backup plan. Flexible to work around family's schedule.**

**C – Step by step program for success. All the training & info you need to be successful.**

# Goals & Affirmations

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Her Legacy of **INSPIRATION**

*"We must communicate HOPE to every person we meet – care about them and inspire them to be better than they ever thought they could be. Every person is a person of great value. The more we can communicate this to other people, the greater the rewards."*

– Mary Kay Ash

# **Additional Resources:**

**- Mary Kay In Touch**

**<http://www.marykayintouch.com>**

**- Website**

**<http://www.lissettearroyoortiz.com>**

**Password: IMASTAR**



# Questions?