

## **NEW 20 MIN SKIN CARE CLASS**

**STEP 1:** Tell your hostess that her in-home group appointment (which is at 5pm) is followed by one you have on the other side of town at 7pm so you HAVE to leave her home by 6:30pm at the latest! This way she knows you won't be there all night and she can tell her friends to be on time because they will miss it if they are even 10 minutes late.

**\*Get to In-home group appointment about 15 minutes before class begins NO EARLIER...Remember: "FUN and FAST!!"\***

**STEP 2:** Set up the table with your mirrors, Popular Set placemats, Customer Profile cards and a pen. Place ONE raffle ticket by each mirror along with a cotton pad or cotton ball for Eye Makeup Remover.

**\*Another SWEET & OPTIONAL thing to place next to their mirror is a cute small baggie: inside place any sample you have, a candy, your business card and a hand written Thank You Note!!\*** Only fill their tray with Satin lips, Miracle Set or Timewise Repair set, MDA set very little in between cleanser and day solution, CC Cream....that's it! No Makeup or applicators at the mirror set up!

**STEP 3:** Place your Starter Kit bag either behind or next to wherever you will be directing the class from so the bag can be in their view!

**STEP 4:** As guests come in greet them then match their foundation and seat them at the table immediately to fill out the front of their Customer Profile card.

**STEP 5:** ~ Remind your hostess to not serve any food until shopping time so guests are not touching their face after touching food and causing any reaction to their skin. If for any reason your hostess wants to serve wine - please tell her to wait until after the class is over because alcohol can alter their skin tone and you have to make a perfect foundation shade match and she wouldn't want her friends looking like pumpkins or ghosts at the end of their appt.

## **YOUR BUSINESS GOES IN THE DIRECTION OF YOUR MOST PREDOMINANT THOUGHTS!**

**Before you go to a facial or class:**

- **SEE' in your mind how it ends.**
- **Leave your drama at home. This is about HER.**
- **See her liking you, your products & your services.**
- **See her buying the skincare and earning her color.**
- **See her introducing you to 5 of her favorite people.**

Selling is about matching the solutions that you already have with the needs of your customer!  
In other words, find your customer's needs, then fill it! This is helping, NOT selling. Perceive yourself as a **problem solver**. See yourself as a product fairy.....skincare system is like a recipe for your face. You cannot beat our quality for the price anywhere; as a personal beauty consultant you are in demand; she needs you to service her skincare and glamour needs.

Look in your mirror and repeat after me, "HELLO AMAZING PROBLEM SOLVER!" "I AM A SELLING MACHINE BECAUSE I SOLVE PROBLEMS AND I AM THE QUEEN OF CUSTOMER SERVICE!"

Ask questions to better understand your customer's needs!

Example to gather more information as a problem solver:

Customer says, "I need a moisturizer."

MK Consultant responds, "What do you want your moisturizer to do?"

Customer says, "I want it to make me not dry."

MK Consultant responds, "How dry are you?"

Customer says, "Really, really dry."

MK Consultant responds, "Then you need our TimeWise Repair."

Customer says, "Great give me some of that too."

MK Consultant responds, "Ok, but it works like a recipe, so you shouldn't mix our moisturizer with other stuff you are using."

Customer says, "I didn't know you weren't suppose to do that."

MK Consultant responds, "If a cookie recipe called for sugar and butter, would you substitute the sugar for powdered sugar; and the butter with vegetable oil?"

Think about where you purchased your skincare and cosmetics before Mary Kay.

Did you have an independent beauty consultant with that brand?

Did they offer to deliver your products when you ran out?

Did you hear from them 2 days, 2 weeks & 2 months after your 1st purchase?

Could you ever call the sales person and ask, "I cannot remember the foundation shade I wear, could you tell me?"

Did they offer you a 100% satisfaction guarantee on every product you bought?

Did you ever think about ever returning a lipstick ever or a cleanser after you used it a couple times? Did they even tell you that was a possibility?

Did the person who sold you your product send you a birthday card?

Did she call you on your birthday?

Was the former brand that you used so remarkable that they sponsored Project Runway?

Are you getting what I am telling you on how Mary Kay sits apart from the rest? We provide amazing services!

TIPS TO GET REFERRALS IN YOUR SKINCARE CLASS: After the facial say, "While I cleanup, will you fill this out for me?"

{REFERRAL TIP: Can offer a Mary Kay Buck toward future purchases for every referral you provide me that responds when I contact them. }

UPSELLING: Don't stop selling until they stop buying.....

Customer says, "I think I will take the Miracle Set today."

MK Consultant responds, "Great, did you need to add satin hands to that today?"

Customer says, "Nope, I am good."

MK Consultant responds, "Did you need a mascara or an eye makeup remover?"

Customer says, "Oh, I am so glad you said that, yes, I need a mascara."

MK Consultant responds, "Do you have any birthdays coming up or any special occasions you might need a gift for?"

Customer says, "Yes, I have a baby shower this week I need a gift for."

MK Consultant responds, "Anything else?"

Customer says, "Nope, that is all."

IF CUSTOMER DOES NOT PURCHASE:

MK Consultant says, "Susie, I noticed that you chose not to get your skincare set today?"

Customer says, "Yes."

MK Consultant responds, "Susie, can I ask you a question; Well, I am just curious, if I gave you a skincare set for FREE today, would you see yourself using it?"

Customer says, "Yes."

MK Consultant responds, "Ok, good – well remember that I told you Mary Kay can be FREE at the beginning of the class?"

Customer says, "Yes."

MK Consultant responds, "If you host a party, and you gave me all these referrals, we can just turn this into a party, and you can get that skincare set because I can tell you want it."

OVERCOME SELLING OBJECTIONS: Address during your skincare class....

Your job is to tell me what you need and would love to have; and my job is to find a way for you to have it!

It's ok if you can't afford it because it's free anyway and I will show you how at your individual consultation.

If you don't have time, that's ok because it only takes 1 to 2 minutes morning and night.

If you're too tired when you get home wash your face right when you get home and it's done.

If you are too rushed in the morning that's ok, just do it in your shower: leave your cleanser in the shower, and then put your moisturizer and your eye cream in your coffee cup; you're sitting there drinking your coffee and you can apply your moisturizer and eye cream then.

**THE CLASS ~ Thank everyone for coming to (*hostess's group appt*) Go around the table and ask: “(1) Say your 1<sup>st</sup> name; (2) What do you do for a living; (3) What do you love about what you do; AND (4) What do you want to learn today? (have them write on the front of their BEAUTY BOOK for the 2<sup>nd</sup> Facial)**

**INTRODUCTION TO THE SKINCARE CLASS:** Thank you so much for helping me with my goal of 100 faces by letting me borrow your face for pampering, I so appreciate you!

For your pampering session today; the 1st part is skincare, we'll take about 30 minutes because that's the most important part. Then we'll do a dash out the door look so you don't leave with a naked face, because to do glamour with makeup application techniques, for you to get the maximum benefit we'll need to schedule your glamour makeover as it's own party.

And, for the 3<sup>rd</sup> part of the class, I will sit with each one of you individually because I need your honest feedback about what you think of our product. I need you to be honest one-on-one with me so we'll spend about 5 minutes together; & I promise you that we'll finish in 45 minutes because that is how long my presentation is, but the rest is up to you & depends on how much FUN you're having.

I only have one rule and that's for everyone to relax and have FUN. I have a job for you, wanna know what it is? Your job is to tell me what you need and would love to have; and my job is to find a way for you to have it, because you cannot find the quality we have in Mary Kay anywhere for the price! And, PLUS you're going to get me as your personalized beauty consultant FREE of charge. As your personal independent beauty consultant, I will track your skincare formulas, I will keep track of the colors you use, I will remember your birthday, I will deliver to you. I will even contact your secret santa and your birthday bunny with your wish list.

We're going to make a wish list as we go today; my new friends, don't worry about prices; I'm going to share with you at your individual consultation how you can get up to \$200 of Mary Kay product for free anyway.

So, just relax and enjoy yourself and look at this as an opportunity to learn how to take care of what God gave you because I'll share something I learned in Mary Kay, most people spend more money in their lifetime of washing their cars and clothing than they do washing their face. Isn't that true? It's really odd if you think about it, chances are you're going to own several cars over your lifetime and lots of cars and lots of clothes; but you only get one face in your entire lifetime and some of you will be surprised to learn that taking care of your one and only set of skin only costs pennies per day!

**I AM GOING TO SHARE SOME MK FACTS with you, turn to the 1<sup>st</sup> page of your beauty book** : Mary Kay started this company in 1963 with only 9 other women & her entire life savings of \$5,000 when she was already retired. Why did she do it? It was to empower women & teach women how to make money while working from home & raising their family with freedom & flexibility! I love that I have the privilege to build my business on the wonderful **company philosophies Mary Kay established so long ago**: God 1<sup>st</sup> , Family 2<sup>nd</sup> & Career 3<sup>rd</sup>!

**{I AM GOING TO PASS THIS BOX, & EVERYTIME I SAY: 2<sup>nd</sup> FACIAL or INDIVIDUAL CONSULTATION, you will pass this box & AT THE END THE WINNER WILL RECEIVE A GIFT AT THEIR INDIVIDUAL CONSULTATION!}**

Think about where you purchase your skincare and cosmetics.

Do you have an independent beauty consultant with your current brand?

Do they offer to deliver your products when you run out?

Do you hear from them 2 days, 2 weeks & 2 months after your 1st purchase?

Could you ever call the sales person and ask, “I cannot remember the foundation shade I wear, could you tell me?”

Did they offer you a 100% satisfaction guarantee on every product you bought?

Did you ever think about ever returning a lipstick ever or a cleanser after you used it a couple times, because you were told it was a possibility?

Did the person who sold you your product send you a birthday card?

Did she call you on your birthday?

Was the former brand that you used so remarkable that they sponsored Project Runway?

(Name), I’d like to explain how I run my business. Today at the end of the facial, should you decide to become my MK customer, I will see you again at your check-up appointment in 2 weeks we like to call your **2<sup>nd</sup> FACIAL** that we can schedule at your **INDIVIDUAL CONSULTATION** when we are done!

TODAY, I will prescribe a skincare regimen just for you. We offer 4 different product lines. Your profile card tells me what skincare is best for your skin. We will know in 2 weeks @ your **2<sup>nd</sup> FACIAL** if we made the right choice. At that time, we will also know which additional supplements you might need!

At your **2<sup>nd</sup> FACIAL** in 2 weeks, you will have an opportunity to share me with up to 5 of your favorite people. At your **INDIVIDUAL CONSULTATION** when we are done, when you book your **2<sup>nd</sup> FACIAL**, you will receive a special book “2<sup>nd</sup> FACIAL” GIFT for picking a date today!

Did you know your skin changes every 3 months? Around this time, you will also run out of your skincare products, PLUS we get new seasonal products that match the fashions for that season, so you will be totally in the know & on trend!

- **SAY: “What we are going to do today; if you are not having FUN, you weren’t with me; so if you learned a little about the product and had FUN, we had a GREAT time; this is our Travel Rollup Bag; I will show you how to earn yours at your INDIVIDUAL CONSULTATION when we’re done.**
- **You can take anything home today that you fall in love with, you don’t have to wait because I accept CASH, Check, VISA, MC, Discover, & AMEX.**
- **It’s ok if you can’t afford it because it’s free anyway and I will show you how at your INDIVIDUAL CONSULTATION.**
- **If you don’t have time, that’s ok because it only takes 1 to 2 minutes morning and night.**
- **If you’re too tired when you get home wash your face right when you get home and it’s done.**
- **If you are too rushed in the morning that’s ok, just do it in your shower: leave your cleanser in the shower, and then put your moisturizer and your eye cream in your coffee cup; you’re sitting there drinking your coffee and you can apply your moisturizer and eye cream then.**

### **WHY WASH YOUR FACE WITH MARY KAY!**

- **Did you know that as women we control 80% of purchases in America? That is a lot of power when we take our consumer dollars and invest in products, people and companies who align with our value systems. I know you could wash your face with anything out there because last year 2,200 new products were put on the market just last year & I don’t know what other cosmetic companies do with their money; but I do know the kind of impact you can have when you choose to wash your face with Mary Kay’s skincare. Is it ok to share with you how Mary Kay is giving back?**
- **Did you know Mary Kay is privately owned, 100% debt free, & is ranked as the #1 in brand loyalty?! {everybody say either: wow, because you didn’t know or woot woot because you already knew about what I said!, you’ll get a ticket!}**
- **Teachers need raises & roads need repair, wouldn’t you agree? Well, when you wash your face with Mary Kay, did you know you are supporting the local economy in your community because of the local tax base.**
- **Did you know only 1% of women in America today make over \$100,000 a year; and 70% of that 1% are in Mary Kay! Just last year we had a ½ Billion dollar increase & we’re a global company in 37 countries!**
- **Did you know we manufacture most of our products here in the United States; AND, we do that with zero landfill!**

- **And looking at our amazing compact: Did you know, every 10 years Mary Kay redesigns them so we stay on trend; AND, with our PINK doing GREEN campaign Mary Kay has planted over 400,000 trees from recycle old compacts, plus Mary Kay has also built 13 nature explore classrooms around the U.S.**
  - \* **Did you know over \$3 Million dollars every single year goes to domestic violence shelters around the United States! AND, our LOVE IS RESPECT/Don't Look Away Campaign is if you know any young girl who is in an unhealthy relationship that she can text: LOVE IS to 22522 and there is someone to help walk her through getting help 24/7! WRITE LOVE IS to 22522 on the front of your Beauty Book!**
  - \* **Did you know that 97% of everything that is donated to the Mary Kay Ash Charitable Foundation goes directly to fight domestic violence and find cures for cancers that affect women; and not to someone's pocket! \$1.3 million dollars has been donated for research to find a cure for cancers that affect women.**
  - \* **Did you know when you wash your face with Mary Kay, you are helping us stop animal testing in China! We were one of the first cosmetic companies in America to start in-vitro testing to make sure we still put out a safe product without testing on animals. We paid for tests here in the U.S. & we are now are doing the same in China.**
- **Did you know that with Mary Kay, you get to TRY BEFORE YOU BUY with a product that is FDA approved, has a 100% GUARANTEE & the Good Housekeeping Seal of Approval & is non-comedogenic, and will not clog your pores like soap can with soap scum & residue because soap ACCELERATES the aging process!!! Mary Kay will not clog your pores!**

## WHAT WAS MOST IMPRESSIVE TO YOU ABOUT WHAT I SHARED?

### **I-STORY: I will share why I love my Mary Kay!** {SHOW YOUR BEFORE & AFTER PICTURE}

When Mary Kay came into my life, I was working full-time, going to school full-time, along with taking care of my family. I was busy and had no time and my heart's desire was to be home with my children. AND, I didn't feel I could teach others about skincare & makeup because I wore blush on my eyes & my foundation was lighter than my neck so how could I possibly teach it to others; but what I found is that Mary Kay employs a team of makeup artists that create 4 makeup looks a year that's always in season. So for me that took the guess work out of what matched & what didn't! In Mary Kay you receive education that is equal to college level courses in Marketing, Communications, & Small Business Management.

I'm so grateful that someone took time to share this amazing opportunity with me because I resigned from my federal government job; and now I am a work at home mom making executive income & my only role in life is to help women be able to design the life that they love.

I know that you probably have never thought of Mary Kay or being a part of Mary Kay., because I hadn't thought about it either. But, I learned that if I kept doing what I was doing that I was going to keep getting what I had been getting; and I was wanting more than the status quo.

**LET'S PLAY ANOTHER GAME!:**

**FIND SOMETHING THAT STARTS WITH THE LETTER 'M' = MONEY**

{ok, everyone give her one of your tickets}

So, let me ask you what would you do with an extra \$3,000 per month, real quick?

**FIND SOMETHING THAT STARTS WITH THE LETTER 'R' = RECOGNITION**

{ok, everyone give her one of your tickets}

Did you know that Mary Kay spends \$2.3 Million dollars in PRIZES every quarter for RECOGNITION for our consultants that are part-time consultants. Does your company spend that much for you? No, I am so sorry!

In our Seminar, a yearly event recognizing consultants year-long accomplishments, \$7 Million Dollars worth of PRIZES were awarded!

**FIND SOMETHING THAT STARTS WITH LETTER 'S' = SELF-IMPROVEMENT**

{ok, everyone give her one of your tickets}

I LOVE Mary Kay because of the person I have become. You get to start this for you! With SELF-IMPROVEMENT & personal growth, grooming, increased confidence; Mary Kay is recession proof with a 52-year proven success course you get paid to take! Everyone with skin is a potential client! And, our products are consumable, every morning you put it on & every night you wash it off! Mary Kay is not like kitchen tools, decorative items, baskets, and jewelry that lasts forever.

**FIND SOMETHING THAT STARTS WITH THE LETTER 'C' = CAR**

{ok, everyone give her one of your tickets}

So, let me ask you this if you had the opportunity to earn a brand new CAR every 2 years with 83% of your car insurance paid for you & a family member ~or~ instead of the car \$375.00 monthly cash compensation; would you take the car or the cash?

**FIND SOMETHING THAT STARTS WITH THE LETTER 'A' = ADVANTAGES**

{ok, everyone give her one of your tickets}

I LOVE Mary Kay because of the ADVANTAGES because you can promote yourself as quickly as you want; and a raise too, plus you are eligible for Tax ADVANTAGES with your home-based business to keep more of your hard earned money.

**FIND SOMETHING THAT STARTS WITH LETTER 'B' = BE YOUR OWN BOSS**

{ok, everyone give her one of your tickets}

So, let me ask you: who has ever thought I could be a better boss than the one I have, raise your hand.



**I LOVE Mary Kay because you can BE YOUR OWN BOSS; you set your own schedule, with time off when you decide! The freedom & flexibility you cannot put a price tag on! And there are no quotas & no territories! Plus, the balance you have with a company who believes in balance and keeping your key priorities in order!**

+

~If you ever decided to work with me in a million years, let me ask you this, would it be for the: (1) MONEY; (2) RECOGNITION; (3) SELF-IMPROVEMENT; (4) CAR; (5) ADVANTAGES; (6) BE YOUR OWN BOSS? Great, you get (#) tickets! We can discuss more at your **INDIVIDUAL CONSULTATION!**

**EXPLAIN PRODUCTS=15 MINUTES; then take 3 MINUTES TO DEMONSTRATE:**

**1. SATIN LIPS MASK ONLY** [from their tray] – Lip exfoliator eliminates dead skin cells. Your lips are the only part of your body that doesn't naturally exfoliate itself.

**2. EYE MAKEUP REMOVER** for both eyes – Wouldn't it be worthwhile to have an eye-makeup remover that removes mascara without tugging at your delicate eye tissue? It also conditions your lashes; and removes eye mites & eggs. YES! There are microscopic eye mites that feed on eye shadow, mascara & eyeliner all night long, leaving you with less lashes & puffy eyes. Be sure to clean your eyes with our award-winning eye makeup remover every single night!

**3. CLEANSER 3:1/TWR** [use Normal/Dry for every skin type all over their face, both left & right side] – Are you looking forward to saving TIME & MONEY? Our 3-in-1 Cleanser is a deep pore cleanser that cleanses, exfoliates, and tones in one step. Make sure you apply in upward & outward motion, because your pores are shaped like downward facing v's and are stacked like shingles on a roof. When you pull up and out you are pulling all the dirt and oil up out of your pores. When you pull down, that's counter-productive. Using our SKIN-VIGORATE Brush you don't have to worry so much about technique.

**4. MDA (MicroDermAbrasion) STEP 1** [ONLY have them apply on left side of their face -OR- on the back side of their left hand], THEN RINSE with washcloth. – **Did you know at 12 years old your skin renews itself in 2 days but as we age, it can take up to 128 days?** Aren't you looking forward to baby-soft skin? Mary Kay's Microderm erases fine lines, wrinkles, large pores, age spots. AND also reverses sun damage by sloughing off those top layers of skin faster so your younger, healthier skin underneath comes through quicker!! Microderm in a salon is \$100 to \$200 per treatment and they recommend that you do them in a series of 6 to 12 times. So it's EXPENSIVE.

Alumina oxide crystals is what you will feel, they are exactly what dermatologist offices use and are perfectly uniform so it is buffing of the dead skin cells not scratching & tearing at your skin like fruit scrubs can.

**5. LIP BALM** - {Moisturizes for 12-hrs}. Satin Lips is called **CPR for your lips! Your lips will be softer, smoother, & more noticeable! You can earn a FREE TINTED LIP BALM from the Balm.com group for booking a M&M (Microderm & Makeovers) party today!**

While you take a minute after the Microderm step 1 or moisturizer, you can play a ticket game by having them ask questions about products, you and your personal MK business & about Mary Kay Ash and MK the company. In between the questions you should be briefly giving instructions and explaining the products they are trying on.

***THE KEY IS YOU DO THE MARKETING AS THEY ASK THE QUESTIONS AND YOU DO THE CLASS!***

***PURPOSE OF THE QUESTION GAME IS TO FIGURE OUT THE DISC PERSONALITY OF EACH GUEST:***

D's: will want to challenge you so they'll ask about Mary Kay Ash and MK company waiting for you to not know the answer

I's: will just ask tons of questions for sake of getting tickets

S's: will ask family related questions

C's: will ask very detailed questions mostly about the products and want to know "specifics"

**Question Example:**

1. "How long have you been doing MK?"

2. Answer: "I started my MK business 2 yrs ago [QUICKLY MENTION WHAT JOB YOU WERE DOING AT TIME YOU STARTED, FAMILY LIFE AT TIME YOU STARTED, QUICK REASON WHY YOU STARTED, YOUR IMMEDIATE GOAL W/YOUR BUSINESS & WHAT YOU LOVE MOST ABOUT IT]

DON'T JUST SAY "2 YEARS AGO!" You want your answers to provoke more questions!!

**6. MDA STEP 2** on left side of their face or backside of their left hand. This is a pore minimize, your face has an average of 20,000 pores, and with age our pores get bigger. This significantly reduces the visible number of pores with our secret weapon we like to call Persian silk and this pore minimize can be used daily!

**DID YOU KNOW:** It's important to use all the same brand of skin care, because mixing & matching is like waging chemical warfare on your face. Think of it this way, skincare system is like a recipe for your face; If a cookie recipe called for sugar and butter, would you substitute the sugar for powdered sugar; and the butter with vegetable oil?"

**7. DAY SOLUTION/TWR LIFT SERUM** on left side of their face – Isn't it good to know we have a "Vitamin Pack" for your face? Our nickname for the **day/night solution** is our "SPANX" for your face...because it pulls it up & sucks it in!  
**Night Solution** has nutribead capsules that burst with A, C, & E. And, peptides that reverse the signs of aging by enhancing your skins renewal process while you sleep &

helps the appearance of deep lines & wrinkles fade away. Your skin ages 7 to 13 days faster each night when you don't wash your face before bed.

**Day Solution** has Broad spectrum SPF 35, which blocks 98% of the sun's rays that burn and age you. This is gluten free, gluten is a common filler which makes it thick & gross. This is more than sun protection, it is anti-aging packet with anti-oxidants and vitamins A, B, & E.

**If you prefer what we call Needleless BOTOX for the face, then The TimeWise Volu-firm Skincare Set is for you, because it just fills in lines by quickly reducing the appearance of expression lines!! Less noticeable DEEP lines & wrinkles; skin looks lifted with more even toned skin.**

**➔ For acne prone skin, we have a skincare system that clears skin in just 7 days with Mary Kay's NEW Clearproof Skincare System!!!**

**8. MOISTURIZER/TWR DAY CREAM** on left side of their face - MOISTURIZE! This is Hollywood's #1 beauty tip! If you have oily skin your sebaceous glands over produce oil due to a lack of moisture; so by using a moisturizer, it helps control your oil. Our TimeWise Moisturizer keeps your skin hydrated for 10 hours; and has a patented complex to accelerate the skin's renewal process giving you smoother, firmer skin.

**9. FIRMING EYE CREAM/TWR EYE RENEWAL CREAM** test on left eye only - Are you really EXCITED that now your eyes will snap to attention!?!? Firming eye cream targets deep lines and dark circles & sagging.

Mary Kay's eye cream is milled to a finer level so it can actually be absorbed to the area around your eye. The skin and pores around your eye are 1/90<sup>th</sup> the size of the pores on the rest of your face, so regular moisturizer won't cut it.

**10. FOUNDATION PRIMER** {apply on left side of face only} oil-free with broad spectrum spf 15; and fills in fine lines, large pores, and pitting allowing your foundation with a look & feel of an air brush finish.

**11. MINERAL POWDER FOUNDATION OR LIQUID FOUNDATION** apply over whole face.

**12. CC CREAM** over hand. 8-in-1 benefits: it protects, brightens, corrects, minimizes redness, conceals, hydrates for up to 10 hours, reduces visible signs of aging, & defends. **DID YOU KNOW: Protecting your skin everyday using foundation protects your skin from the environment, dust & pollutants. Think of it this way, not wearing foundation is like driving your car without a windshield. Would you drive your car without a windshield? When you wear foundation you will see ~ Even skin**

tone; ~ Protection from dust, wind & other elements off of your face; PLUS, you'll also experience less breakouts because you're keeping dirt out of your pores.

### **13. BACK OF PROFILE CARD GAME or TIC TAC TOE Referral Game:**

• **“Everyone place your cell phones in front of you I want you to enter my phone number into your phone [GIVE THEM YOUR NUMBER] and type in my name as Mary Kay/[YOUR NAME] so you will always have my # if you should need my services.**

**Now for the RACE GAME:** Our business runs off of referrals and you would be paying me huge compliment, when you refer your sweet friends to me. Mary Kay's mission statement, is to enrich women's lives. They need some pampering if they're pregnant, had a baby, got married or work all the time. We do this by giving you gift of friendship certificates FREE on me to give to women in your life that you would love to have them feel special. They receive a pampering session with me AND a special gift & poem that says,

**“your hands have helped pave the way. They've given love & care each day. No matter the tasks they have to do, they're tender, caring & strong like you. They've healed or lifted, encouraged & touched, AND in return you're thanked so much!”**.  
Women love this, because 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.”

If you are intimidated about giving me your friend's names & #'s, just send a group text and say, “I have a girlfriend named, Lissette who will contact you to give you a gift from me, respond to her text.” That's it.

**To register your friends you will write their 1<sup>st</sup> name & # in the boxes on this TIC-TAC-TOE handout AND when your friend books and holds their appt with me, you will win the product pictured in their box for FREE at your 2<sup>nd</sup> FACIAL!!**

**The person who finishes FIRST: with 9 friends will get a PRIZE;**

**The friends you enter must be female, at least 18 y/o & in Washington.”**

• **LEAVE THEM WITH A FLAWLESS FACE to do a TABLE CLOSE.**

**TABLE CLOSE: Aren't you glad you have the opportunity to choose me as your personal beauty consultant and not have to figure it out yourself anymore by buying stuff in stores that don't work?**

“Before your **INDIVIDUAL CONSULTATIONS...**we will have **COMPLIMENT TIME!!** Everyone look around. Wouldn't it be terrific if you were using Mary Kay's skincare every morning & every night?

Imagine going into your closet to find a special outfit you wore for a special occasion. Think of all the accessories that went with it and how much that complete outfit cost. Was it \$200? \$300? \$400? More? Who has worn that outfit in **More than a year? Ok,** let's put that price into perspective, because that outfit is going to sit in your closet about 364 days a year. But you'll wear these Mary Kay products EVERY DAY, not just on special occasions! AND, what is the first thing people see when they look at you? **Your face!** That is why SKIN care is the best investment we can make. Wouldn't it be reassuring to have to same look and feel from your facial today? With Mary Kay, you keep **the wrinkles away with a daily, simple skin care routine!**

**Usually when I'm done, women always have a couple questions.**

Isn't it good to know that you are able to take whatever you liked home with you today? AND, you don't have to wait, you can take home what you want TODAY; you can purchase anything you like using cash, visa, mastercard, discover, amex, or debit card!} Ready to hear today's specials?

**Table Close with Create a Rollup Set Sheet: to summarize for you everything we used on you today: I will show you how our sets are put together in Mary Kay!**  
**When you buy in sets, you save money! Here are our specials for today: {SHARE AMAZING Roll-Up Bag!}**

**SAY: "Thank you so much for coming today I hope you enjoyed yourself as much as I did and now it's time for shopping and eating and I will start the Individual Consultations with each of you. Please bring your Customer cards, Friend TIC-TAC-TOE sheet and Beauty Book with you." "While you are waiting for your Individual Consultation you can fill out the back of your profile card."**

**INDIVIDUAL CLOSE:** Meet with them one-on-one in a separate area. I always tell them that my check-out station is in the living room (or whatever works in her house)! Then they will come! I will go into the other room and if you will come in one after the other that would be great. Once I am done meeting with each person I will run out to my car and fill all your orders so you can take everything home with you. If you need to get going before I go get the products I will leave them here with \_\_\_\_\_. Does anyone need to get going right away that you would like to meet first? (Always meet with the hostess last. I typically go fill the orders for the guests and then close the sale with the hostess.)

## **CLOSING QUESTIONS: (Smile & Nod) 3 Questions to ask each of your guest(s):**

**#1 – What would you like to purchase today?**

**#2 – Is there any reason why you couldn't host a party for your 2<sup>nd</sup> facial?\*\*\***

**#3 – What do you think about getting a Starter Kit tonight?**

**...It's only \$100, you get over \$400 worth of product/supplies & training tools. PLUS, I would just love to work with you & have you on my team. What do you think?**

### **Questions expanded.....**

**UPSELLING:** Don't stop selling until they stop buying.....

Customer says, "I think I will take the Miracle Set today."

MK Consultant responds, "Great, did you need to add satin hands to that today?"

Customer says, "Nope, I am good."

MK Consultant responds, "Did you need a mascara or an eye makeup remover?"

Customer says, "Oh, I am so glad you said that, yes, I need a mascara."

MK Consultant responds, "Do you have any birthdays coming up or any special occasions you might need a gift for?"

Customer says, "Yes, I have a baby shower this week I need a gift for."

MK Consultant responds, "Anything else?"

Customer says, "Nope, that is all."

### **\*\*\*IF CUSTOMER DOES NOT PURCHASE:**

MK Consultant says, "Susie, I noticed that you chose not to get your skincare set today?"

Customer says, "Yes."

MK Consultant responds, "Susie, can I ask you a question; Well, I am just curious, if I gave you a skincare set for FREE today, would you see yourself using it?"

Customer says, "Yes."

MK Consultant responds, "Ok, good – well remember that I told you Mary Kay can be FREE at the beginning of the class?"

Customer says, "Yes."

MK Consultant responds, "If you host a party, and you gave me all these referrals, we can just turn this into a party, and you can get that skincare set because I can tell you want it."

### **Is there any reason why you couldn't host a party for your 2<sup>nd</sup> facial?**

- a. Beginning or end of the week? Monday or Friday? 6 or 6:30pm? **PICK A DATE/TIME**
- b. What do you want your goal to be for your party? Which Hostess Gift would you prefer? the beautiful travel rollup bag & compact?

"I have an idea – let's text them a picture of you with your NEW look with a Save The Date Memo, sounds good?" (Answer) **Take a selfie picture with her** and create this text:

"Hi! This is me with my NEW Look – Thanks Mary Kay! Want one too? Then get excited & save the date for Saturday @ 11am. I'm planning a MUCH needed girls day! Hint: It involves pampering, makeup lessons and a \$100 MK Product Gift Drawing. Yay! I will call u soon with more info. Can't wait 2 c u!

**2. What do you think about getting a Starter Kit tonight? ...It's only \$100, you get over \$400 worth of product/supplies & training tools. Plus I would just love to work with you & have you on my team. What do you think?**

- a. HAVE YOU EVER THOUGHT ABOUT EARNING EXTRA MONEY OR HAVE A BACKUP PLAN? HUSH!
  - b. What question came to mind after I shared Mary Kay facts with you before your facial?
  - c. If you had a Mary Kay Business like me, what do you think you would enjoy the most? Let her respond! Talk to her about her answer.
- What is something you have done in the past that was amazing?
  - If I teach you how to do this, will you learn?
  - So, if it takes 2 hours to hold a Mary Kay party, if you did do this; how many parties do you think you would want to hold in a week?
  - On scale of A-B-C (with C being "I love being a spoiled rotten customer" and A "let's get started"), what would your interest level be? \_\_\_\_\_ **If you're a B-C, what would it take to get you to an -A-?**

**LAYER WITH \$100 MK PRODUCT GIFT DRAWING ENTRY FORM!**

**Repeat this individual consultation process with all guests!** -Once you have taken their orders...let them eat (coach the hostess to know that food is last!) and you get their orders filled from your car while they are eating! Remember to remain professional. You are not there to eat all of her food...YOU ARE WORKING!! Keep a flash-light in your trunk to fill orders.

**IMPORTANT: FOLLOW-UP WITHIN 24 HOURS & ASK THESE 3 QUESTIONS:**

1. Susie, by the way, thank you for helping me with my goal, did you have a good time?
2. Susie: how might we improve the class for a great Mary Kay experience, do you have any suggestions if you were giving the skincare class on how it can be improved?
3. Susie: you are so (sharp, smart, fun, family oriented, goal oriented) and I know you love everything about what we did yesterday, is there any reason why we couldn't get together in the next 24-48 hours so I can help you be totally confident in starting your own Mary Kay business, PLUS, you know I would love to work with you & have you on my team. Any reason why we couldn't order your starter kit today because you get over \$450.00 worth of product, supplies & tools for only a 100, what do you think?