



30 Day Trial Size Miracle Set

How to use the 30 Day Trial Size Miracle Set as a Sales tool:

Perfect for having a \$1000 + week in sales every month!

Here is a script on what to say when connecting with your customer:

“Hi _____, (customer name) this is _____ (your name) with Mary Kay, do you have a quick minute? GREAT! I am so excited to share with you that our Company, Mary Kay has launched early a product collection all women have been asking for! Are you excited to learn what it is? GREAT! It's the 30 Day Trial Size Miracle Set—can you believe it?

“ _____, (customer name) I want to first thank you for being the wonderful customer you are with me! When I heard that Mary Kay was offering this early I thought of you right away because _____ (she either was interested in the skincare, had product to use up, was worried about breaking out, already loves other products in our line but not a miracle set customer yet, brand new and order items other than the miracle set, was using but fell off etc.—whatever it is about her situation). I would love for you to be one of the first to experience our #1 Miracle Set Skincare in this NEW 30 Day Trial Size! It includes the Timewise Cleanser, Moisturizer, and Day and Night Solution in a convenient travel tote”.

“ _____, (customer name) I can't wait for you to see how fabulous this 30 day trial size is! What is better for you day or evening? GREAT! The beginning or the end of this week? GREAT! I have ____ or ____ (dates) available which is better for you? GREAT! As it is a 15 minute appointment is ____ or ____ time best? You know _____, (customer name) I can just as easily treat 3-4 women to this along with you since it is so quick and easy, is there any one you can think of that would love a quick pampering with you? If you can, for each woman who joins us that day I will give you one additional holiday \$1 buck as a thank you!”

If you have a minute before we see each other please check out my website for more on the NEW 30 Day Trial Size Miracle Set and the New Beauty Breakthrough— Replenishing Serum+C. My website is www.marykay.com/ _____ (your name).

“ _____, (customer name) thanks again and I'll see you soon!”



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Before your appointment:

Pack your on the go bag with your FULL SIZE Miracle Set in both formulas. A look book, sales ticket, and profile if she is a new customer. Also include liquid foundation Ivory 100 and Beige 400. Ivory on darker tan or bronze skin, Beige on Ivory skin to see the contrast. (Your customer may use the mineral powder and that is great, this just gives a more powerful visual as to how great the miracle set works)!

At your appointment:

Thank your customer (and any guests for their time today).

Share with everyone that you have a goal to have 30 women use the NEW 30 Day Trial Miracle Set. Everyone who purchases it today will receive the FREE Gift with Purchase (whatever you have).

Obtain the sales. If they are not using foundation encourage that as an “up-sell” so they are getting the 5th step in great skincare and that is to protect with foundation! They would receive an additional \$1 Holiday Buck for it as well!

Obtain the bookings. Part of this 30 Day Trial is that we will meet in 20 days again for your recheck facial and to see how the products are working and if necessary adjust you for FREE. (In order to receive their bucks they must book a follow up)!! Book it!

Obtain the interviews. Select the customer/hostess and 1-2 of her friends attending and ask each of them separately to hear more about our amazing opportunity. Ask me if you need help on this :) She receives bucks for listening too!

Send them all a quick thank you and a reminder of how excited you are to see them on _____ (date and time) for their recheck facial!



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Recheck facial appointment:

Pack your on the go bag with your FULL SIZE Miracle Set in both formulas. A look book, sales ticket, and profile if she is a new customer. Also include liquid foundation Ivory 100 and Beige 400. Ivory on darker tan or bronze skin, Beige on Ivory skin to see the contrast. (Your customer may use the mineral powder and that is great, this just gives a more powerful visual as to how great the miracle set works)!

Pack this incase of you need to adjust her or she has a few friends joining her to try the 30 Day Trial!



When you have double checked that the skincare is great for her the next step is to encourage the sale of the FULL SIZE Miracle Set!

(If she bought the foundation at the last appointment then promote the other 4 products as shown here....if not then add in the foundation too)!

“ _____, (customer name) I am so happy you love the 30 Day Trial Size Miracle Set! I know that you will be getting low soon as may want to save the rest for traveling as well. Did you know that our Full Size Miracle Set cost is only \$1 a day to continue looking and feeling as fabulous as you do? Did you also know that our Full Size Miracle Set is also more cost effective in the long run as our cleanser will last on average 3-4 months, the moisturizer on average 6-9 months and the day and night set on average 6 months! Isn't that exciting!”

Obtain the sale. “ _____, (customer name) is there any reason why we couldn't get you started on the full size miracle set today?” Wait for her response. (Over come objections...\$ - have a party and earn some or all of it for free, time - have you been using the trial size consistently for those great results you are feeling—if yes then great, any reason why you would not want to continue feeling that way?)



“ _____, (customer name) as a special thank you for deciding to start today on the Miracle Set Skincare (as an INTRODUCTORY OFFER) you will receive a 1 week supply of the NEW Beauty Break-through Timewise Replenishing Serum+C from me! A \$13.75 value!

“ _____, (customer name) is there any reason why with all these special customer loyalty perks that you couldn't get started today on the #1 Miracle Set Skincare?”

Obtain the booking. If she needs to earn the skincare book her party for within the next 2 weeks so she does not loose her excitement about the Miracle Set!

Happy selling, booking, and building customers for life! Here is to YOUR STAR!