

# How To: Business Debut

Thank you to the numerous Sales Directors and National Sales Directors who have designed and re-designed this program!! Your go-give heart is what this company is all about! Prepared By: Sarah Hjelle-Bjorgaard ~ Senior Sales Director



**NOTE TO THE RECRUITER:** Coaching your new business associate is the most important task that you will do in preparing for a successful Business Debut! You'll want to clarify the following:

1. Objective—to book your Fantastic 5/10 (PS) & to move product.
2. Clarify the responsibilities of each party (below).
3. BE SURE she understands the importance of calling back EVERY single invitation to get confirmed guest attendance 24-48 hours prior. Be sure she knows that it is not an "open house" - the Debut will be a one hour program.
4. Role play the 'how to' on scheduling a date for her classes.
5. Be sure she understands 'how to' fill out a sales ticket and what to do with credit cards. Also be sure that she knows which credit cards we can accept.
6. Stress the importance of professional dress!
7. Remind her to send a thank you to everyone who attended and follow up to book with those that did not!

You may want to send a note or two to your new business associate prior to the debut to express your excitement! Vision cast the results based on the number of people she invited! Example: "I can just see you booking yourself bonkers after this debut! 10 classes—it's a done deal" or "Just imagine the amount of product that is going to leave your shelf because of the quality women you are inviting" or "I am looking so forward to meeting your circle of influence, if there anything like you...it's going to be the world's best day". Once again, keep in mind—YOUR JOB IS COACHING THE NEW BUSINESS ASSOCIATE!!! :)

**RECRUITER PREPARATION:** \*It is ideal that your new business associate has inventory prior to the debut. However if she does not, you will be responsible for bringing the product display (you can find the correct items to display in the consultant preparation section). Other items to bring:

1. Pink wired ribbon to tie around the starter kit for the ribbon cutting ceremony.
2. Roll of tickets.
3. Decorations to 'jazz up' the products. Example: Signature Paper Shopping Bags with tissue to provide back drop, silver or hot pink shred, vase of artificial flowers that match coordinating with the season, etc. Remember—it doesn't have to be elaborate—just something simple, in-expensive, and nice. You'll want it to be items that you can re-use from debut to debut.
4. Gift—bring anything to do with a PINK rose. A picture, a framed card, a pin, an artificial rose, a real rose, etc. During the gift presentation you'll want to present it to her in the following acronym. Stem = Strength, Thorns = obstacles, Green Leaves = Money, Babies Breath = Friends, Color = Pink Cadillac, Smell = sweet smell of success.
5. Video - Something short that does not cover the percentages that we make in Mary Kay. Currently the Something More video is perfect. \*You can also do a successful debut if you do not have the availability of playing a video.
6. Door Prize(s) - You can decide who will bring door prizes. If your new business associate does not have inventory than chances are, she will not have the means to door prizes. Be sure that there is one door prize per 5 guests! **The KEY:** these gifts should be wrapped exquisitely and should match your product display and colors! Guest will want to leave with them! Use PCP gifts, etc. Be sure it's in-expensive!!!



# Business Debut Continued...

7. Pink Post Cards—you'll want to purchase a package of pink card stock from your local discount store. Cut it into four, and bring enough for each guest that will be at the Debut. This will be used to pass out as the guests enter. They should write why they feel \_\_\_\_\_ is going to be a great Beauty Consultant, sign their name, and the date. These will be presented to her at the end of the debut!
8. Wish List—this is a great tool that you can use to have guests jot down notes about the products they may want to purchase that day or in the future. Again, bring enough for each guest. Copy on either card stock or regular stock in pink.



**\*INVENTORY NOTE TO RECRUITER:** It is advisable NOT to bring product for your new recruit to sell, borrow, or trade at her debut. If she has not placed her order yet, simply explain to the guests that the order will be placed and the product will be delivered in a short time. This way you are allowing your new recruit to get the full credit that she deserves from the company and also to abide by her Consultant Agreement.

## CONSULTANT PREPARATION:

1. Demo Satin Lips With Spatula
2. Demo Satin Hands & Fresh Hand Towel (From Starting Kit)
3. Display: All products in Total Pampering Package. (Listing can be found at [www.unitnet.com/STARZ](http://www.unitnet.com/STARZ))
4. Door Prize (s) (coach her as to what to use)
5. Profile Cards & Pens
6. Beauty Books / Look Books / Sales Tickets / Calculator

### *"Mary Kay Wish List"*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### *"Mary Kay Wish List"*

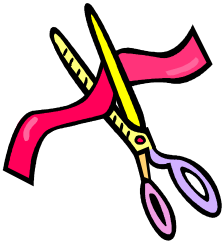
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
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5. \_\_\_\_\_
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7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

# Business Debut Program!



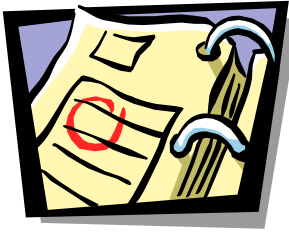
- Greet Guests
- Consultant conducts Satin Lips on each guest (in groups).
- Hand each guest a profile card and pen, along with the pink note card. Have her fill out card and also jot down why she thinks the new Consultant is going to be great at Mary Kay on the note card ( she should sign & date it). This is a surprise!
- Welcome everyone & introduce yourself & New Consultant with a short I-Story as to why you began including some facts that impressed you most!
- Have guests introduce themselves: Who they are, How long have they known the Consultant, Family, Work inside or outside the home, Have they ever tried Mary Kay and if so what their favorite product is.
- **Begin Program:** *"I want to welcome you again to the grand opening of \_\_\_\_\_'s Mary Kay business! I want to personally thank you for supporting her in this venture! That's what Mary Kay is all about! Women supporting women. \_\_\_\_\_ wanted you here today so that you could understand why she decided to add Mary Kay to her already full plate....and why she's talking faster than she ever has! One of our National Sales Directors always says, that there is nothing more obnoxious than a new excited Beauty Consultant"*
- *"Well, first and foremost we are very proud of the product that we represent! Mary Kay has been named \_\_\_\_\_ times (8 in 2002) as the Best Selling Brand of Facial Skin Care and Color Cosmetics! \_\_\_\_\_ and I feel very comfortable representing not only the number one product on the market, but also the best value as you will learn in just a little bit! By the way...how do your lips feel? Could you all get excited about using the MORE of the number ONE BRAND today? Great!"*
- *" We are both strongly attracted to the company philosophy of Faith first, family second, and career third which is so different from many positions in the work world today! I can honestly tell you that when you keep those priorities in order, everything works! (give personal example of how this works), so I am excited for \_\_\_\_\_ to experience the very same thing!"*
- *"One of the many benefits that intrigued me about this opportunity is NOTHING is mandatory and everything is by choice! We have no quotas, you work and grow at your own pace in a really positive and supportive environment! If you simply want to hold one appointment a month and get your products as a substantial discount, or you want to replace your current income as fast as possible—the choice is yours!"*
- *"We work our business with a teaching approach, instructing other women how to properly take care of their skin and apply color cosmetics—which in a sense begins building self esteem and self confidence in women! When you look good, you feel good right?"*
- *Well, before we go any farther—I want to show you why \_\_\_\_\_ made the decision to join our fast pace growing team! Many people think MK is just pink jars and pink cars...but at almost every Grand Opening that I do, there are tons of questions after this short video....and because we are going to play a game to earn tickets for these gorgeous door prizes, I am going to ask that you hold your questions until the end ok? Let me start you off with one chance toward the door prize while the video begins!"*

# Business Debut Program Continued...



- "I can hardly wait to show you the product—so let's begin by doing \_\_\_\_\_'s **RIBBON CUTTING CEREMONY!**
- "I want you to take this scissors and cut that ribbon! Keep the bow as a symbol of the day you opened your business! Congratulations!! (get everyone clapping & hug her). I also have a small gift that I want to present to you (explain gift). Well, it's official! Your business now open!!"
- **EXPLAIN MARY KAY PRODUCTS:** "\_\_\_\_\_ will be giving you your first facial in Mary Kay. Of course she doesn't know exactly what she is doing, because if she knew what she was doing...she wouldn't need your face to practice on! Now she is probably down the road going to give you an in-depth glamour session and a spa treatment! She won't know what she is doing for these classes either, so that's why she's going to need your help! Before we get started with the introduction of the products, I am going to pass out a Wish List. It's not a sale ticket—just list of products you may either be interested in or have questions on! This will help \_\_\_\_\_ much more at the close of the Grand Opening!"
- "Because I want you to be excited about your first facial, today we are going to do a "hand facial" so that you can see what a difference these products can make in just one application! Then, we'll follow that with a Satin Hands pampering treatment! Are you ready to make you hands feel softer, smoother, and more silky? What about YOUNGER"
- **EXPLAIN TIME WISE WITH BENEFITS & DAY & NIGHT SOLUTION.** Apply 3 in 1 Cleanser, then day solution, & the opposite color of foundation to their skin. Light skin = bronze foundation, etc.
- **EXPLAIN & CONDUCT SATIN HANDS PAMPERING TREATMENT**
- **COVER THE REST OF THE PRODUCTS IN TOTAL PAMPERING PACKAGE.** Just one feature and benefit of each product
- "Does anyone have questions on the a certain product that I can answer for you?" "Again I want to appreciate you for coming and supporting \_\_\_\_\_ today! Let me share with you the first award she is working towards and how she could REALLY use your help!"
  - **PURCHASES:** 1 ticket for every \$25 you purchase! Goal to sell \$1,000 in her first month!
  - **FANTASTIC 5/10**—Our goal this month is to see \_\_\_\_\_ complete the prestigious program! She will have 30 days from today to complete the following: Hold 5 Classes, To Book 5 Additional Classes off of those classes, and to share our Career Information with 5 sharp women! By doing that, she will be inducted into our Fantastic 5 HALL OF FAME where her name will rest permanently & she will be honored with a gorgeous Fantastic 5 Pin! This program is really where she will learn the basics of building a successful business, and how to continue growing it in the future!
- "So, our first focus is to find a minimum of 5 women who would be willing to let \_\_\_\_\_ come into their home and practice on her face! Raise your hands if you would be willing to help her out! GREAT! Now let's go one step further! What would really help her out is to meet some women that she doesn't know...could you find 2 or 3 of your girlfriends to join the two of you for a practice facial so that she can expand her knowledge? How about if I entice you with load of free product and thank you gifts for being a hostess? GREAT! If you know you could do that—I am going to give you 5 TICKETS right now!"

# Business Debut Program Continued...



- (Hand out tickets!) "I'll bet that she could even do a FANTASTIC 10 don't you think?"
- "Before we close our program, I want to share with you a little bit more about our company and the women that we are looking for! If any of this intrigues you just a little bit, you'll get 5 MORE TICKETS just for letting \_\_\_\_\_ practice sharing our Career information with you"
- "There are really 3 different positions that we are always looking to fill in our company:
  1. A Spare-Time Consultant—who really just conducts a once in awhile appointment and gets the product at substantial discount.
  2. A Part-Time Consultant—who conducts say one appointment per week and wants to add some additional income to her lifestyle.
  3. A Full-Time Consultant—who is excited about the opportunity to earn a FREE car, replace her current income by working 15-20 hours per week, and moving into a leadership position where she would train others to do what we do.
- "With each of these positions we are very flexible in how we work our business! Mary Kay Inc, promotes 4 ways of selling, and each Consultant can do any of the 4 or all—which ever appeals to her the most!"
  1. On The Face— we conduct appointments where we teach other women how to take care of their skin! Appointments generally have 1-5 women in attendance and take about an hour. Consultants average \$50-\$100 per hour for their time investment.
  2. On The Go—which is a quick little stop and shop selling appointment! It generally takes less than 15 minutes...and if you like how your hand felt—well I bet you know a few friends who would enjoy that hand facial! That's exactly what an On-The Go appointment is! Easy to do at work, in the bathroom, or on a lunch break with really a limited amount of time away from home!
  3. On Line—of course we are up to date with the latest technology! We are able to purchase a website from Mary Kay to advertise all of our products to our customers! It allows them to shop 24/7 and place orders which are directly filled by the Consultant!
  4. On Paper—most of you know the philosophy of a book show! We do that to with Mary Kay—so if you like the idea of letting the book do the work for you—this is a great avenue!
- "In addition to the flexibility with Mary Kay, you truly can better yourself and your family financially! (give personal example) On top of this, there is lots of recognition for a job well done, the ability to earn a free car at anytime, the opportunity to advance whenever you choose, and the experience of growing personally by increasing your self confidence and self esteem!"
- "I am going to pass out two tickets to each of you—let's take about 10 minutes and I allow you to ask me one questions per ticket on anything you want that has to do with our career opportunity or advancement! Each question will get you one step close to taking home a door prize!" (TICKET GAME)
- "Ok Ladies...one last chance to earn a bunch of tickets! Part of \_\_\_\_\_'s Fantastic 5 Challenge is like I said, to share the Career Information with 5-10 women this month! If she can practice on you—I'll give you 5 MORE TICKETS for the door prizes!"



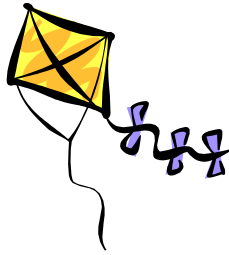
# Business Debut Program Continued...

- DOOR PRIZE DRAWING!
- **Affirmations!** (Share yours and read aloud the cards from everyone there—then present the cards as a keep sake gift to remind her the faith her friends and family have when she is having a down day)
- CLOSE:



## THE KITE

By: Stephanie Walizer



*Standing at the edge of my dreams,  
looking for a way to get by,*

*A friend gave me a string of a kite,  
with an opportunity to fly.*

*She introduced herself as a Mary Kay Consultant  
of beauty and more,*

*She told me to step into my dreams,  
as she confidently held open the door.*

*I held my breath with Starter Kit in hand,  
and began to run with the breeze,*

*I felt the wind beneath my feet,  
as I soared across shining seas.*

*Hanging on to the kite she gave me that day,  
I walk with my dreams coming true.*

*I count myself blessed that she passed my way,  
as I hand the string TO YOU!*

- "Thank you! \_\_\_\_\_ is going to serve her yummy desert. For those of you who said you would schedule a practice facial and let her practice sharing the career information with you...I am going to have \_\_\_\_\_ walk around and get at least some tentative dates! I'll be helping you with product needs, questions, & purchases!"



### Ribbon Cutting Ceremony

Please join me in celebrating the opening of my new

Mary Kay business

I am looking forward to seeing you there. You will be treated to a special pampering hand treatment and will be able to see many fabulous beauty, bath and fragrance products! Refreshments & Door prizes too!  
Bring 2 friends and receive a special gift.

Date:

Time:

Place:

Please RSVP:

Presented by:



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Bring 2 friends and receive a special gift.

Date:

Time:

Place:

Please RSVP:

Presented by:

## BUSINESS DEBUT INVITATION

Please join me for a

# Ribbon-Cutting Ceremony

to celebrate the debut  
of my new business.

*I'm looking forward to seeing you.  
There will be light refreshments and a  
special pampering beauty treatment  
I know you'll enjoy!*

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Place: \_\_\_\_\_

Presented  
by: \_\_\_\_\_

R.S.V.P. to  
(phone): \_\_\_\_\_

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