

### **How to use the current Flip Chart...**

Be sure to read the entire chart so that you are familiar with the information but if you read all that was shown to your client then you will surely bore your guest before she even tries the products. Here are the highlights off each page to keep it simple but effective. You can just print out and tape to your flip chart. Don't skip a page...there is something important on every page to tell your guest. Setting up your makeover can be the difference in a happy long term client or a one time appointment with no sales.

Page 1 –

“Hello, I'd like to welcome everyone and thank \_\_\_\_\_ (hostess's name) for hosting this class. To show my appreciation, I have this special gift for her. I am \_\_\_\_\_, and today you are going to experience Mary Kay products while giving yourself a makeover with my instructions. Then we can book your follow up appointment to check on what you do purchase and to personalize your look just like we did on \_\_\_\_\_ (hostess name) because today we are focusing on skincare with a get-out-the-door glamour look) then we will get together individually at the end to answer any questions you may have. We would like to now meet you so if you could introduce yourself and tell me how you know \_\_\_\_\_ (hostess name).

Page 2 –

**MARY KAY ASH began Mary Kay over 40 years ago because she wanted to give women an OPPORTUNITY THAT COULD ENRICH THEIR LIVES while BALANCING THEIR LIVES.**

Page 3 – You can do this with items to symbolize each reward. Like Money could be a picture of a dream home or fake money, Recognition could be some ribbons you have earned or show the STAR brochure, Self Confidence could be an empty prozac bottle, career car could be a little hot wheel car,

**A VISION FOR TODAY'S WOMAN... here are a few reasons why woman have chosen a MK business...see if any of these appeal to YOU....(Cover the MRS CAB on the right side of page as you show items.**

Page 4 –

MORE BEAUTIFUL REASONS TO SMILE....I'd love to share why I joined MK and what my goals are...(share your I-story for 2 min). Mine is " I was drawn to this opportunity because I wanted more time with my family and flexibility. I was working 40 + hours a week and getting no where and my consultant said to me " If I could show you in 3 hours a week where you could profit \$100 or more could you find 3 hours?" Who could not find 3 hours for that kind of money? As a SMALL BUSINESS OWNER...I have the privilege to work my business my way and I want you to know that you are not obligated to buy anything yet if you get tempted, I can be creative with the payments for you—you can even get MK for FREE like our Hostess will today.

Page 5 –

MARY KAY PRODUCT PHILOSOPHY is to deliver CUSTOMIZED PRODUCTS TO MEET YOUR INDIVIDUAL NEEDS...which is why a second appointment is important. MK provides THE HIGHEST-QUALITY, MOST SCIENTIFICALLY ADVANCED PRODUCTS AT REASONABLE PRICES and backs it with a 100% SATISFACTION GUARANTEE...you'll no longer have that cosmetic cemetery. If you buy say a lipstick from me today, you can keep trading it until we find the one you love.

Page 6 –

I could bore you with the details of your skin but I will just tell you that MK is all about helping your skin look healthy and vibrant! HOW OLD YOU ARE IS YOUR BUSINESS, BUT HOW OLD YOU LOOK IS MINE. You'll see results in just a few days.

Ready for a Miracle? Mary Kay's COLLECTION OF AGE-FIGHTING PRODUCTS will amaze you...clinically tested to deliver results. And with our 100% guarantee, we will over deliver and under claim our products. USED TOGETHER will create miraculous results. There are 5 steps to ageless skin: Cleanse, Exfoliate, Freshen, Moisturize and Protect plus the Miracle set delivers 7 additional benefits: SMOOTH, HELP REDUCE LINES AND WRINKLES, FIRM, SOFTEN, ENERGIZE, REBUILD AND DELIVER A FLAWLESS FINISH! Please turn to page 7 in your Beauty book to see the proven results.

First we will be using our oil free eye makeup remover. This gently thoroughly removes eye makeup with out any tugging, pulling and it gently conditions your lashes. TW Cleanser: CLEANSE, EXFOLIATE AND FRESHENS. Go ahead and start washing your face, beside your tray is a wash cloth to remove the cleanser and dirt. Move in an UPWARD AND OUTWARD MOTION. MICROBEADS GENTLY EXFOLIATE AND BOTANICALS TONE, EXCLUSIVE TIME WISE PATENTED COMPLEX.

Day and Night Solution is what I call our Wrinkle Juice with our PRONEWAL TREATMENT TO PRO-TECT DURING THE DAY AND RENEW AT NIGHT. Day Solution...(let them try on their hand) . PROTECTS THE SKIN from UVA/UVB rays. Also contains ANTI-OXIDANTS and CALMING PEPTIDES THAT RELAX FACIAL LINES. Night Solution...let them try on their on same hand, and compare hands. The NUTRIBeads burst to deliver the freshest antioxidants to counter the daytime damage.

Page 10-

TW MOISTURIZER comes in TWO FORMULAS plus one with SPF 15. Let them apply. As they apply then read the last hot pink line about the DREAM HUMECTANT BLEND.

Page 11 –

FINAL STEP TO SKIN CARE ROUTINE because it PROTECTS YOUR SKIN FROM THE ENVIRONMENT as it EVENS SKIN TONE AND COVERS FLAWS. Have them apply their foundation. Today, you are trying our Medium coverage which has a Matte Finish...we have 5 other Foundations available too and we can cover them during our 5-10 min consultation or at your follow-up appt. (You can add concealer, highlighting pen and powder-loose or dual coverage here too)

Page 12 –

(Hold up products)

TimeWise 3 in 1 Cleanser, Age Fighting Moisturizer, Day/Night Solution and Foundation is our Miracle Set for only 104. Please mark on your profile cards on #7 if you would like the Miracle Set to be added to your wish list and star it if you would like to take your Miracle Set home today.

Page 13 –

Read page 13 may want to add some of the new items too like the Cellushape, Even Complexion Essence, Targeted-Line Reducer

Page 14 –

Time for Color...we are going to do the everyday look with 2 eye colors, mascara cheeks and lipstick. We can CUSTOMIZE A LOOK JUST FOR YOU LIKE WE DID FOR \_\_\_\_\_ AT YOUR FOLLOW-UP APPOINTMENT.

After doing glamour, show compact (filled with 3 shadows, Lipstick, brushes, and cheek color and mascara for only \$78.50. (They can use eyeshadow to line eyes with and no lip pencils).

Page 15-

Read page 15 and do the Name game and award small gift.

Page 16 -

READ PAGE then at bottom of page go over the deal you are running. I am running with the purchase of any 3 sets tonight you will receive your Travel Roll Up Bag which is a \$35 FREE as a gift from me.

Page 17 -

Read Closet Close and then when you come to answer the questions on the back of your customer profile, close with these 3 questions!  
I have them turn over their profile card and write 1-2-3 down the left side like taking a spelling test..

Q1-at your follow up appt would you like it to be a PRIVATE appointment, a PARTY that you share your appt with just 3-4 friends or be my MODEL at an upcoming event...you can put down more than one answer.

Q2-if MK was FREE, how many sets appealed to you the most 2-4-6 or you can give the names of your sets

Q3-Write YES if you would like to take home some information about a Mary Kay business, write OK if you aren't interested in learning more about a Mary Kay business but you would like to earn \$25 of FREE product for helping me with my training or write NO if you aren't interested in the learning more, you aren't interested in helping me and you aren't interested in getting \$25 in FREE product.

Each question to help you remember is 1Book, 2Sell, 3Recruit.

Pick up the profiles once completed and start your individual consultations in an area. You will need your datebook, calculator, money bag with change, recruiting and hostess brochures and preferable one roll-up filled with 6 sets per guest to use as her personal shopping bag. Ask a few opening questions like

-did you have fun?

-do you like how your face feels?

-at your follow up appt, what would you like to learn more about? Then book according to how she answered Q1

-Q2 reads that you would like to splurge on Ultimate Miracle Set and Glamour Set for \$267.50 and as a reminder I do take charge cards, check, cash and I have several payment options. Would you like to splurge and get all you want and take home the Ultimate Miracle Set today?

-Q3 reads that you would take home/help me/not interested...if the last then ask for a referral.