

Dash out the Door Skin Care Class

Pre-profiling

- Always pre-profile your guests once you have your names from your hostess.
 - Have your customer profiles in hand and call each guest and go down the profile.
 - “This is amber and I’m the consultant that will be helping Leigh Ann with her “girls night out on Friday.” We are going to have a great time and I’ll be giving away free stuff, but I wanted to ask you a few questions quickly so that I will have everything ready that night.”
 - You will then go down the profile quickly and fill it out as you go. That is one less thing she will have to do when she comes for her pampering.

Starter Kit

- Be sure to pack everything on the attached Skin Care Class Supply List
- Arrive in a neat, organized manner. Don’t be the “bag lady!” They won’t want your job if you seem flustered. Be sure to look and act professional when first entering the home.

Before the Class

- Arrive at the hostess’s home 30 minutes prior and please be organized. Come in the door empty handed so that you don’t look like a tornado passing through with all your bags. Greet her and decide where you will be setting everything up.
- Remember to have a separate place set aside to do your “closing” after the class. This will be away from the refreshments and you will want to place your look books here and your calculator as well as your date book and moneybag.
- Set all your mirrors and trays up including a Beauty Book and a headband at each setting. You will also have the profile card at each table as well. These are your “place cards” and are already filled out for each guest.
- You will also want to place a sponge and cotton ball on each tray for your guests.
- You will then do Satin Hands on your hostess and explain to her how to do this in case things get busy later and she can assist you with that. It also shows her how easy our jobs are.
- While you are doing the Satin Hands with her, you can begin with the 4 point recruiting plan.
 - “Leigh Ann, is there anyone coming today that might be good at what I do?”
 - “Well, you never know, it might be something you would be great at. You are so sharp and have beautiful skin. A little extra spending money never hurt anyone, right?”
- As each guest arrives, greet them and match their foundation. You will then show them their seat and place their products in their trays for them.
- Let each guest try the Satin Hands and then they can go and rinse their hands. If you would like to let them try the microdermabrasion on the back of their hand before the class begins. Tell them you will explain all the benefits of the microdermabrasion a little later in the class.

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- Welcome everyone and thank them for coming. Recognize your hostess.

- *Shower her with thanks and praise
- *Make her feel special because without her there would be no class.
- *If you treat her like gold it will make others want to host as well.

-Explain this is the first of two appointments.

- *This class will focus on skin care to help them get their skin in shape.
- *They will book a follow-up with you where they get a customized glamour look.

-Ask everyone to fill out the customer profile card.

- *Make sure they fill it out entirely
- *Tell them you will use it to add you to Preferred Customer Program to receive catalogues and samples.
- *Explain that the husband phone number is for you to call on holidays to help him gift shop

-Discuss what sets MK apart.

- A. Highlight the Golden Rule and company philosophy, Mary Kay story, etc.
- B. 100% Satisfaction guaranteed- 2 days, 2 weeks, 2 years, you can still return it.
- C. Your own personal beauty consultant-(Just like husbands, we should only have one!)
 - Thrive on excellent customer service
 - Shop my website 24/7
 - Free delivery/ shopping
 - We are here to teach you and meet your skin care needs through follow-up appointments. (Free color analysis, skin care check-ups, seasonal products)
 - “I” Story

-Timewise Miracle Set.

- *#1 Best Selling Brand of Skin Care and Cosmetics
- *All products in line are anti-aging
- *Good news is that if you don't have wrinkles you can prevent them from happening.
- *Bad news is that if you can't get rid of wrinkles you have but you can make them less noticeable.
- *5 steps to every skin care program: cleanse, exfoliate, freshen, moisturize, protect.

-3-in-1 Cleanser

- *scoop up with ring and middle fingers and rub in with upward outward motions.
- *called 3-in-1 cleanser because it does 3 out of 5 steps for you.
- *use this every morning and night to cleanse face of dirt, oil and makeup
- *beads are gentle exfoliators
- *freshen pores. A lot of skin care lines have a toner or astringent. MK eliminated this step by including that in the cleanser.
- *Creamy with pink beads = normal to dry skin
- *Gel with blue beads = combination to oily skin

-Eye Firming Cream

- *Amazing eye cream product
- *Minimizes fine lines and wrinkles
- *Lightens dark circles
- *Pay close attention to corners where crows feet will develop.
- *Eye creams are formulated to go under eyes
- *Eye area is only area where you don't have glands so the product has no place to go if it is not made for the eye area.

-Day/Night Solution – Dynamic Duo – Facelift in a jar

- *Scoop up with ring and middle fingers and rub in with upward outward motions

- *Be sure to avoid under eye area
- *Day solution to be worn in the morning
- *Has SPF 25 to protect from UVA/UVB rays (aging rays and cancer burning rays)
- *Vitamins and nutrients to help tighten and tone the face during the day.
- *Night solution to be worn at night.
- *Nutribeads burst open when pumped and release a fresh set of vitamins and nutrients that work over night while you sleep to leave your skin tightened, toned and refreshed.

-Moisturizer

- *Scoop up with ring and middle fingers and rub in with upward outward motions
- *Be sure to avoid under eye area
- *Everyone has excuse why they don't need it.
- *Oil free will not cause dry skin to break out
- *If you are breaking out your skin is lacking moisture
- *People with oily skin think they will get more oily
- *If your skin is oily it is over producing so you need to get the right balance of moisture into it.
- *Lack of firmness is caused by lack of moisture

-Foundation

- *People think foundation is part of your color regimen; however, it is part of your skin care.
- *You work so hard to keep your skin healthy but you need a barrier to protect your pores.
- *Foundation puts a layer on your pores to protect them.
- *Even if you don't like foundation, try ours. Most people find it very light and it feels great.
- *If you do not wear foundation all of the cigarette smoke, air pollutants, etc. that you come in contact with during the day will seep into your pores.
- *Buildable can put more than 1 layer on and it won't crack or cake.
- *Nontransferable – will not rub off on your shirt. Don't worry about leaving your face on anyone else.
- *Set foundation with powder – apply with downward strokes

-Recap

- *Cleanse, exfoliate, freshen, moisturize and protect
- *Never mix product lines
- *Stick with it for 6-8 weeks
- *If you have tiny breakouts around weeks 2-3 keep with it
- *Refer to beauty book percentages and photos

-Dash Out the Door Look

- *Eyesicles
- *Mascara- smart wiper technology, wiggle from side to side as you apply to make lashes appear thicker, go straight out to lengthen, never share eye products, replace mascara every 3 months.
- *Bronzer- use instead of cheek color, two finger lengths between nose and color, apply along cheek bone, talk about brush set while they are applying
- *lip gloss
- *Turn to person next to you and give her a compliment!

-Travel Roll-up Close

- *Romance the actual bag, great for travel, don't forget things at home because you just roll it up, bags tear off, hangs on back of door so products aren't all over the bathroom, clear bags allow you to see what is in there so you don't lose products in deep pockets.

*Roll-up is FREE when you purchase everything you tried today or when you purchase 4 MK Sets!

No obligation to purchase anything but I am glad you came, I have a full store and should you Choose to purchase anything, accept Visa, MC, Discover, husband doesn't know plan.

Individual Consultation - Take each guest aside

1. Of the products you tried tonight, what set did you enjoy the most?
2. Would you rather splurge and have it all with the complete roll up bag? Start with the Miracle Set for 104 Or would you feel better just starting with the Timewise Basic Set? (stop talking and look down for 4 seconds)
3. Now we just need to set your follow-up appointment. Which works best for you (week Nights) or (weekends)?
(Always give two options: Saturday or Sunday....Beginning of the week or end Of the week....Morning or Afternoon....2:00 or 3:00....etc.)
4. When we get back together for your follow-up appointment is there any reason why you wouldn't like to earn some FREE products by sharing your appointment with a few friends?
5. After hearing a little bit about the company today, what impressed you the most? Is there Any reason why you wouldn't considers something like Mary Kay on the side for extra money? (overcome objections)

-Come back for quick survey and prizes!

Marketing Plan

-Give every person a Marketing Plan Sheet go over the Marketing Plan. If you aren't sure of something, just leave it out.

-Guest survey & Raffle

Dash Out the Door Skin Care Class Supply List

Section 1 Items

- Satin Hands Set
- Miracle Set
- Foundations
- Dual Coverage Powder
- Mascara
- Eyesicles*
- Bronzing Powder*
- Lip Gloss*
- MK Brush Set or Small cheek brushes*

Section 2 items

- Facial Cloth
- Profile Card
- Beauty Book (not a Look Book)
- Sales Tickets
- Face Case
- Styrofoam Tray
- Mascara Wands
- Sponge Applicators
- Date book
- Hostess Pkt.
- Marketing Sheet

Items to buy – Go to the \$1 Store

- Hair Bands/ Clip*
- Pens*
- Cotton Balls*
- Q-tips*

* These items are not part of the Starter Kit