



### Demo items for face:

1. Cleansers – Normal/Dry and Combination/Oily
2. Moisturizers – Normal/Dry and Combination/Oily
3. Foundations – Medium Coverage Shades
4. Satin Lips

### Items to talk about, not pass around:

1. Firming Eye Cream
2. Age Fighting Eye Cream
3. Indulge Soothing Eye Gel
4. Roll Up Bag to show
5. Mineral Powders

### Products to put in tray:

1. Cleanser
2. Moisturizer
3. Medium Coverage Foundation 100, 200, 300, 400, etc.

### Items to place by each guest's tray are:

1. Beauty Book with the Sets Insert
2. Customer Profile Card and Pen
3. Sales Ticket
4. Hand out Goodie Bag **at Group Close**

### Hostess Program:

1. Free personalized Color Analysis and Makeover
2. \$50 in Free products for at least 3 guests who don't currently have a MK consultant and are over 18 years old
3. With at least 2 bookings from the class, Hostess can select from the current featured Mary Kay Hostess item, the Quilted Cosmetic Bag, or the Magnified Mirror.

### Hostess second appointment:

Arrive an hour before anyone else and provide the Hostess with her personalized Color Analysis Look. Determine what she would like to have as her Special Gift when at least 2 ladies book their own appointments.

### CLASS TIPS:

1. Wear Mary Kay Beauty Coat at all classes
2. Read from flip chart. Key words are highlighted
3. I story – keep to 1-2 minutes
4. Sit down so you're eye level with the guests
5. Personalize it with your own experiences
6. Color sheet with all colors in plastic sleeve.

(Cut and place the individual close / consultation in back of your date book)-----

**Individual Close/Consultation** (at the end of the class meet with the guest individually to answer their questions and discuss their specific needs). Ask who has to leave first, have them bring their profile card and sets insert. Have money bag with calculator, order of application cards, Datebook, sales slips, Look Book. Ask:

1. "How does your skin feel?"
2. "What impressed you the most about what you heard or felt on your skin?"
3. "So (guest name), based on what you heard tonight, can you honestly see the benefits of using our Time Wise anti-aging products on a regular basis?"
4. "(guest name), what if anything might stop you from starting on the Ultimate Miracle Set tonight?"  
(listen and overcome concerns)
5. "How would you like to take care of that: cash, check, credit or debit card?" (Offer payment plan if necessary. Write up sales ticket. Get payment. Mark order of application Beauty Book, p21).
6. Book second appointment. Talk about the Color Analysis and ask, "What products would you like to receive for free when we get together for your party? You'll have \$50 to spend!!!"
7. Schedule a time to share company info with her over coffee. Send her home with a CD or literature.