

# Meg's Skin Care Class

- I always show up at least 45 min before the class is scheduled to start.
- If the hostess has already been at one of my classes I get there an hour early to do her follow-up/color analysis appointment (then she is my assistant at the class). This allows me ample time to set up and do her make-up.
- I never go to the door with all my bags (you will look like a bag lady).
- Once you say hello....see where the class will be held....then go to the car and get your stuff.
- Set up the table and find the place where you are going to do the individual consultations.
- At skin care table, set up mirrors and trays at each seat along with profile card and beauty book to the right of the mirror.
- On tray, you will squirt correct cleanser, moist, and foundation shade.
  - You will pass the day and night solution for them to feel on back of hand. Microderm is passed to sample on back of hand, and eye cream is passed for them to sample on eyes.
- Make sure that you have your sales tickets, Look Books, calculator, pen, date book and product by where you plan to do the individual consultations.
- Have hostess pick out one free product from the Look Book to receive if 2 ladies book a party with me tonight.

## Page 1 of the Flip - Opening

Welcome....and Thank You for coming and giving your time tonight! I especially want to thank \_\_\_\_\_ for being my hostess. As a thank you to \_\_\_\_\_ I am giving her \$50 in free product tonight just for having you ladies over! She also received a free color analysis and makeover before the party. Doesn't her makeup look great! \_\_\_\_\_ what is your favorite thing about your makeup? I will tell you more about this makeover later in the class, but I think she just looks fabulous!

She also has the opportunity to earn any one product of her choice for FREE if 2 or more of you schedule your own girls night out appointment. \_\_\_\_\_, which product did you pick out and why? Now I think everyone here is going to book a party with me because you will want your own color analysis/makeover and \$50 in

free product, but if at least 2 of you ladies get on my calendar tonight, then she receives the free gift.

So, to give you an overview of tonight:

- I am going to tell you a little bit about MK
- A little bit about myself
- A lot about skin care
- And then I'll meet with each one of you individually

### Page 2 of the flip:

I've placed a beauty book next to your tray, so let's start by opening it to the first page where you'll see a photo of Mary Kay Ash

I always like to show this, because what I have found is that many people have heard of Mary Kay Cosmetics, but they did not know that Mary Kay was actually a woman!

Now, Mary Kay is no longer alive...but her co. is stronger than ever

Mary Kay Ash was a visionary leader who started a co. because she wanted to give women an opportunity that could enrich their lives. In the early 60's, she recognized that women needed an opportunity where they could achieve financial success while balancing their lives around the values and priorities they hold dear.

The priorities of Mary Kay Cosmetics are:

- God 1<sup>st</sup>
- Family 2<sup>nd</sup>
- Career 3<sup>rd</sup>

I love this because these are my values too!

### Page 3 of the flip:

Fun Facts about Mary Kay (I only read these facts on this page – cut and paste to flip chart)

- Mary Kay Cosmetics just celebrated their 43 anniversary
- There are more than 1.6 million women who make up MK sales force in over 30 countries worldwide
- MK is the #1 Best Selling Brand of Skin Care and Color Cosmetics, and has been for the past 13 years
- Also, there are more women making over \$100,000 a year in MK, then any other co. in the US.

So, as you watch today, consider this opportunity. I'll be happy to answer any questions at your individual consultation.

### Page 4 of the flip:

#### *Tell your I story*

As an Independent Beauty Consultant, I am a small business owner. So, when you purchase product from me, you are supporting a REAL person with dreams and goals....not just a big department store.

I want you to know that you are not just getting a product....you are getting ME!

Mary Kay is not just a one time buy....I can be your beauty consultant forever.

(Hold up your business card...and point so they know you put one for them next their tray)

- You can order products 24/7 on my personal Mary Kay website
- I offer complementary skincare and color appt.
- Even free shipping and product delivery

So, if you have a special event coming up....call me I would be more than happy to help you or a friend with make-up!

## Page 5 of the flip

Now, if you will turn to pages 4 and 5 in the Beauty Book, I'll tell you about a recent cosmetic study.

It showed that women who use Mary Kay products consistently rated them higher than other women rate the brands that they use.

Mary Kay develops the highest quality most scientifically advanced products at reasonable prices. In fact, many of the Time Wise products you will be trying today are formulated with an innovative patented complex. And I can customize a program for your skin type with product that is backed by a 100% satisfaction guarantee.

That is a 100% satisfaction guarantee. You could have the products for 2 days, 2 months, 2 years....it doesn't matter.

- If you are not completely satisfied, I will replace the product or give you your money back. This means that you will never go to Target again and buy a lipstick that looks great in the tube, but when you get home and try it on in your bathroom light, it looks florescent orange. Whether you purchase a lipstick, cleanser, or eye cream, you will always be completely satisfied with your purchase!

**Then follow the flip-chart and take them through the products**

**\*\*On page 11, after moisturizer, talk about 3 eye creams and let them choose either anti-aging or firming to sample.**

**\*\*On page 12, before talking about foundation, go over morning and evening routine so they see the process as 3 steps in morning and night: Cleanse, day sol, moist, finish off with eye cream in morning. Cleanse, night sol, moist, finish off with eye cream at night.**

**\*\*On page 14, talk about microderm and then sample on back of hand.**

**\*\*On page show them the color card you placed beside their tray and ask them to take it home or apply it after the class, so you can use good light and a larger mirror. Really talk up the hostess makeover and color analysis. Build up the**

makeover as the biggest perk of holding a party. Tell them that you put all of their facial characteristics in the computer, and it tells you the exact MK colors perfect for them.

\*\*Take out page 16, "Name Game"

\*\*I take out page 13 because I believe I will sale EVERYONE the ultimate, so why discuss the other sets. 😊

## Page 17 of the flip: Close the Sale

Ask everyone to pull out the set sheet in the back of their book. Talk them thru the ultimate miracle set and how it has everything in it that we have tried tonight.

"The main reason I love this set is because it COMES with microdermabrasion and an eye cream. You get to choose which of the three eye creams you would like. This is the set you use on a daily basis, it is what you need for the best skin care routine. When you are looking at price point, remember that this set will last on average 4 months, so this is a very very good buy.

Tell them you are running a special tonight! "When you purchase the ultimate miracle set, you get the travel rollup bag for free! Or, you can choose to take home the satin hands (which you demoed before the party)." Hold up the roll-up bag. Romance the bag. Show them the Velcro, and how it holds all of your product. Tell them it is a \$50 value, but tonight, you can get it for free with the purchase of the Ultimate Set.

"Now I don't know about you girls, but I feel like I walk into Target just about every other week, spend \$135 and walk out not knowing what I bought. I sit in my car, looking at my receipt, wondering what I bought! Then, I come home, 2 weeks go by, and I feel like I have nothing to show for this purchase. Does this happen to anyone else??"

"So why not start putting your money in places where you can see results. That is what I love about a great Skin Care purchase. You will use these products day and night. You will truly see a difference in your skin within 5 days, 5 months, and your skin will be looking so much younger in 5 years. What you do today effects how beautiful your skin will look in 5, 10, 15 years. So why not start investing in your skin, which is the first thing people see when they look at you. I would love to see every woman here walk away a skin care routine that shows results immediately, and then results everyday you use it. I have all of my product here,

so we can fill your roll-up bags tonight. I also accept check, credit card, and cash...I accept it all!”

I will start meeting with you individually, who needs to leave first, so I can go ahead and meet with you!

Ask the hostess to start serving refreshments, and ask who needs to leave first, so you can go ahead and meet individually.

### Individual Consultation:

Hi\_\_\_\_\_. Did you have fun? How does your skin feel? Would you like to take home the travel roll-up bag or the satin hands for free??

*Remember there are 3 things that you need to do at the individual consultation:*

- 1. Sell product*
- 2. Book Parties.*
- 3. Share the opportunity – give her a cd, and schedule a follow-up call within 3 days to answer her questions. Then, get her on a call with me so I can tell her how we make money and how MK works.*

After you make the sale, ask her if she would like to help the hostess earn her free gift, and host a party. Tell her it is super simple, all she needs is a table and chairs and you do the rest. Plus, tell her that you would LOVE to do her makeover and color analysis. Coach her by letting her know that she needs at least 5 ladies there, who have never attended one of your skin care parties before, and that 5 is the minimum, but you love a part of 8-10. Get out your calendar and pick a date. Give her a hostess packet with the date and time written on the hostess letter.

Remember, you will want to email/call the hostess 2 weeks before the party, and let her know that you will be calling her for a guest list in about a week so you can get in touch with her friends and ask them a few questions about their skin.

5 days before your party, get guest list for preprofiling. Preprofile ladies 3 days before the event, and then call the hostess the day before and make sure you have correct directions (this allows you to just touch base with the hostess one last time before the party).