

Mary Kay Cosmetics

You are doing a GREAT JOB! By now you have received your Starter Kit. Go through it and make sure everything on the checklist is in your box. Familiarize yourself with your products, literature, and other contents in your Kit. You will need to observe a skin care class being held either by your recruiter, adopted director or me. We will get these scheduled. Most directors have scheduled training for new consultants available.

I encourage you to attend a local weekly Success Event with me or your adopted director. This is where you will get your education, recognition, positive input for your business, meet other women who are building their businesses and who want you to succeed along with them.

Now is the time to get organized and prepared to do your POWER DAY! We need to schedule this day to get your business going. Use the script enclosed to call your names from your prospect list. Use it word for word to get them scheduled. Practice. Practice. Practice until you feel comfortable using these words.

For each guest for every appointment:

1. Beauty Book
2. Profile
3. Sales Receipt
4. Face Case with Styrofoam insert and wash cloth
5. Pen, headband, cotton balls, cheek and lip sample

Have a calculator, Datebook with potential class dates marked, Hostess Packets and Recruit Packets for closing. (Recruit Packets can be simple – TeamBuilding CD and Brochure)

Listen to the enclosed CDs. One is Keep It Simple #2 by NSD Lisa Madsen and Kelly McCarrrol's Skin Care Class which goes along with the class outline in this packet. There are always variations from printed materials and taped. They are both good.

Keep up your Great Attitude, keep saying your positive affirmations 20 times every morning and night or listening to the tape of these affirmations morning and night. These will be KEY to your success along with activity to get you to your DREAMS!!!!

Love and total belief,

Mary Ann Rowe

POWER DAY EXCITEMENT!

Make a list of all the people you know that have skin. Then call them and invite them having them confirm which time slot they will be at.

Script: Hi, _____ this is _____, do you have a quick minute? Great! The reason I am calling is because I'm so excited about what I'm doing now. I just started teaching skin care with Mary Kay. As part of my initial training, I need to do 30 faces in 30 days and I'd love to get your help. My Director is coming in to work with me on _____ and we are going to do a Power Day and get 15 faces done. Is there any reason why you couldn't be one of my faces on that day, receive a makeover and get a gift from my Director for helping me out? I have two time slots available; _____ or _____ PM, which would you prefer? (If one time slot fills with up to 8 people just offer the other option only to the person)

It's going to be lots of fun and I know I can count on you. Thanks for helping me out.

Pre-Profile! You will want to ask her the questions on the profile card (they came in your starter kit) so we know what kinds of things to have ready to pamper her with.

How I packed the new starter kit

I decided to pack the new starter kit bags so that when I went to an appointment, I could show them exactly what they looked like and I really love them!! I have used so many systems including what the company has, a rolling suitcase, etc. Everything fits in these new bags, including the roll-up bag on top. Here's how I packed them:

In the larger bag I put (by the way, the flap that zippers tucks into a large pocket that is in the inside):

4 trays with the washcloth and Styrofoam in them

A miracle set bag with all of my sample bottles of product (ie. TW, day/night, velocity, satin hands, satin lips, eye remover, eye cream, a liner pencil to do my eye remover demo) I don't have the little spray bottles but will get them and they will fit in there too.

2 sets of foundations - one of the vinyl bags with full coverage and one with medium coverage

The filled roll-up bag sits right on top of those things (you can't zipper it up but if you tuck the flap in, it doesn't matter)(there still is room to fit other things in there too but I only take the minimum amount of things with me for the class)

In the smaller tote bag I have:

my display trays filled with eyeshadows and cheek colors

A container (from tupperware it is a Barbie container that looks like you should use it for pencils and things and has two compartments - it is pink without Barbie on it) that has pens and a calculator on one side and the other has applicators and cotton balls in it.

All of my paperwork fits in there in the front view pocket. I have one look book that you can see and behind it I put my beauty books and sales tickets and profiles

The basic look cards

Recruiting packets and tapes

I have all other color samples and powder samples in my color carrier that I only take if I am doing color makeovers and not a skin care class

To do the MK Rock parties, I have a totally different set up so that I am not taking from one to another to make it easier. I also tell my consultants that they need to have skin care class supplies always packed and ready so that it doesn't become difficult for them to do a class every time because they are always trying to repack. I clean my mirrors as I set them up and always keep a basket in my car that has extras of things like cotton balls, trays and paperwork so that if I need them, I just pull them out and put them in my bags. That saves me from constantly unpacking and repacking after every class!

HOSTESS COACHING FOR SUCCESS!

Study this section! If you complete each phase of Hostess Coaching for EVERY class and treat every one of your Hostesses like your business partner you will have success IN ALL ASPECTS OF YOUR BUSINESS! Mary Kay has always said that, "a class worth booking is a class worth coaching!" By choosing not to coach your hostess, you risk having at least 50% of your Skin care Classes postpone, cancel, or no show! Coaching does work if you work for it!!



STEP #1 - BE SET UP FOR GROWTH!

- It's important that you decide on your personal goals each month! If your goal is to hold 8 appointments per month, then **you should have 24 Hostess Packets made up!** This way you have plenty for your original classes booked and plenty for new ones being booked off each class! Below you will find a list of what to put in your Hostess Packets. When you book a class off of a class or over the phone each new hostess should automatically be given or sent a packet!

___ **Hostess Plan**
___ **Look Book (1)**

___ **Outside Order Form (2)**
___ **Beauty Book (1)**

___ **Business Card**
___ **Personal Note From You**

** Check www.unitnet.com/STARZ under Hostess Coaching For Updates!*

STEP #2 - INITIAL COACHING!

- Step 2 will happen at the time you either book the appointment on the phone, or you book a class off of a class! **First** you will want to walk her through your Hostess Plan and explain how she can get the most free product possible. **Second** walk her through Tips For A Great Class. **Third** romance outside orders and bookings for the Brush Set. Help her brainstorm areas where she could find extra sales. **Fourth** choose her Private Makeover look and write it in your datebook. **Fifth** explain to her that you will be calling a couple of days before the class to get the guests names a numbers so that you can call them to ask questions about their skin.

STEP #3 - TELEPHONE COACHING!

- Step 3 should take place approximately 3-4 days prior to the Skin Care Class. Call your Hostess and ask for her guest list for the class. Let her know you will be calling to check with them on their Skin Care Needs and to talk about their coloring! (*This step may be avoided if you receive the names & numbers in the mail or via email ahead of time) After speaking with the hostess, call each of the guests. **Script:** "Hi — this is — I am the Mary Kay Consultant holding the class for — on —, do you have a quick minute? Great! I am putting together a special "goodie bag" for each guest who is planning on attending —'s class...will you be able to make it by (time)? Well ___ I am excited to meet you in person ___ has told me so many wonderful things about you! Before I run, let me ask you a couple of quick question about your skin! Do you consider your skin to be dry, normal, or combination? And would you say you are fair, medium, or dark in skin tone? What are some of your favorite colors that you enjoy wearing? What one thing would you really like to learn at the class? Well— I will have a special seat for you on — and your personalized "goodie bag" will be waiting for you! Looking forward to seeing you then!" After speaking with all the guests, call your hostess to let her know how excited her guests are! (cross confirmation)
- What's in a Goodie Bag?** Facial Cloth, Brushes, Cotton Balls, Q-tip, Color Card or Color Samples you'll be using that night, and maybe a few fun candy treats! Tie it up in cellophane with a cute bow & you have a Goodie Bag!

STEP #4—PRE-CLASS COACHING!

- Arrive 30-45 minutes early. Give your Hostess a sincere compliment. Set up for your class. Ask her where a good place to do Private Consultations is. Do your Private Makeover Session with the Hostess. **Be sure to execute ALL 4 steps of the FOUR POINT RECRUITING PLAN** (*Career Essentials*). You'll want to practice and memorize it! Get good at it and you'll be adding bookings & recruits off of every class!

Kelly McCarroll's Skin Care Class Outline

Have a Skin Care Class with the Sharpest of the Sharpest women present! This means they must have a job or their husband has a job---teachers, bankers, corporate women, etc....

Place call to potential hostess-

"Today I have made the decision to promote myself to mid-management (or directorship) and I only get 3 training sessions with my recruiter/director and it is vital to my business that I receive this training." "Is there any reason why you couldn't come to my skin care class?"

"I was told to find the sharpest of sharpest women and YOU are the sharpest woman I know." "Is there any reason why you can't bring a few of your friends with you?"

"I know you are a woman of your word and I know I can count on you to be there."

Make sure she brings all of her Sharpest of the sharpest friends...this will make sure you have a great class.

What you need for the class:

Roll up Bag filled for each guest

Beauty Books for each guest

Receipts

Mary Kay Products wrapped beautifully to give away---can be any product, limited edition, regular line, old pcg gifts...

Steps to Success Brochure to show the steps up the Career Path.

Your Demo Roll Up Bag

Outline for the Skin Care Class:

Match foundation, and do satin hands and then seat guests.

To guests: "Thank you for coming to ___'s Skin Care Class tonight (or your own). You were hand selected to be here tonight. You can experience the foundation of our business tonight. I will close tonight with the best news of the evening, "how much does it cost."

"By the way, we are looking for 3 things tonight. By the time you leave tonight you will fall into one of three categories; You will get to decide which category you will fit into."

Say "#1. Customers - if you like the product, purchase the product"

Start by asking, who uses lip liner (*nodding head and raise your right arm*) who uses mascara, moisturizer (*continue until all hands are raised*) so they all know they can be a customer.

Say "#2. Bookings - it is the lifeline of my business - the highest compliment you can pay me today is to share this with 2 or 3 of your friends. WHO is willing to help me out and book an appt today?" (*continue to nod head and raise your right arm*) "For anyone who books today you may run up and grab a prize."

Say "#3. Business associates - I am looking for women who **need more, want more and are willing to do the work.** I WILL teach you everything that I know" "I will invite you to stay and hear more after the class."

"Mary Kay® always said there is a new beauty consultant at every class, so I invite you to watch me and see if this is something you would be interested in doing."

Tell the guests what they can expect-

First we will do skin care, that will take about 10 minutes.

Second - the marketing plan - 10-15 minutes.

Third - I will tell you how you can take this wonderful product home.

Lastly, if there is anyone interested in this incredible opportunity I will answer any additional questions."

Start the Facial:

Now start - Have 2 Roll Up Bags handy besides the guest's bags---you'll show these throughout the evening.

Tell the benefits of the miracle set (page 6 and 7 of beauty book) and say "You will see results with ONE application." "To keep your skin healthy, healthy, healthy for a day of young, you'll want the Timewise Skin Care Set, but the Day and Night (miracle set) keeps you young *forever.*"

Explain to the guests how you do your morning routine; using the miracle set--3 in 1, day solution, moisturizer and foundation on face AND night solution on their hand. Make it fit into their routine...personalize it. You'll have a cheek and lip color sample on each tray so they will be ready to do their 10 minute facial with everything. The guests know what they are doing before they have the 10 minutes to do their facial.

– “Ladies, the first one finished needs to raise their hands and yell ‘MARY KAY’ and you get to select a prize out of the basket; ready, set, go...” *then they do all the steps at this time – you are quiet, walking around the guests in case they have questions.*

“Now, doesn’t that feel greeaatt???”

Now explain the Marketing plan – Use the Steps to Success to describe career path, discuss the benefits of having a MK business

M money – unlimited earning potential
R recognition
S self esteem

C car program (use steps to success)tags, taxes and 83% of insurance paid
A advancement – self- promotion
B Be your own boss with priorities of GOD first, family 2nd, career 3rd

T tax benefits – miles, gifts, travel

After the Marketing Plan – Close with questions. Each guest who answers, gets a ticket for drawing.

1. What do you like best about your current job or situation?
2. What, if anything, would you like to change?
3. Where do you see yourself 5 years from now based on your personal goals or dreams?
4. If you could create the perfect career for you, what 2 things would be the most important?
5. At this point in your life, what do you need most?
6. What do you value most in your life right now?
7. Thinking of your current job, do you...
 - a. Consider it to be the career of a life time?
 - b. Do you sing on your way to work, you love it so much?
 - c. Have total flexibility?
 - d. Honestly feel you are paid what you are worth?

If I had only 5 minutes to share some facts about a Mary Kay career, what would you want to know?

SAY – “I AM LOOKING FOR WOMEN WHO NEED MORE, WANT MORE AND ARE WILLING TO DO THE WORK”

Raffle off the basket.

Now for the ROLL UP BAG CLOSE – sell them on 2 and you will sell 1

Romance, romance, romance the bag!

“Is this bag not to DIE for? Wouldn’t you agree that this bag is incredible? OK., it’s a no brainer...you’re going to the gym and you just need to take your skin care, just rip off the top pocket. If you need both the color and your skin care, just rip off both pockets.” Rip off the pockets while you are talking about the bag.

“Isn’t this bag the greatest thing you have ever seen? You really need 2 of them” – if they don’t ask why? Say, “don’t you want to know why you need 2 of them?”

“One you will lie on the vanity or hang in your bathroom – this one will get dirty from the hairspray and perfume floating in the air in the bathroom ... the second one will be tucked below your sink or in your luggage and it will have everything in it just for you so you can go for when you travel.” Talk, Talk, Talk about traveling and the convenience and the time not spent on putting together your beauty essentials before leaving town. This makes a huge difference.

Say “O.K, now for THE BEST news of the evening – how much does it cost??” “This beautiful Travel Roll up bag retails for \$300 DOLLARS (say DOLLARS). The value of the bag alone is \$50 dollars. But tonight because you took the time to be here with me, YOU will save \$100 dollars and have it for only 199 (do not say dollars.) and get the bag FREE. We take payment several ways:

-cash – cash is always good for me
-Mastercard/ Visa/Discover
-Check
-And creative financing – credit/ check / and cash ; a little bit of each.”2 checks tonight, one dated to be cashed tomorrow and one for 2 weeks from now.

Nodding head and raising right arm ask - “can we all agree, *hypothetically*, that everyone has just bought a bag??? O.K.---you’ve just bought the bag!! Now, you go home tonight and you show your neighbors, your friends, church friends, school friends, family and they just have to have one because you have one?? Who in your circle of influence has to have one simply because you do? The 2 people that write down the most names who would like to have a bag too gets to pick a product out of the basket. You’ve got 5 minutes....GO!”

Speak to the woman with the most names – “Jennifer, would you say you have presold (30) bags? (she’ll be nodding yes along with you). Well, you know your situation better than I do – let’s see 200 a bag x 30 bags that is \$6000 DOLLARS, which would be better for you – \$3,000 in my pocket or \$3,000 in yours ” **Move on to the person with next highest number of names and say the same thing. This woman can not object to not knowing anyone or to her inability to sell – she just presold 30 bags**

Then say “It costs \$100 to become a MK independent beauty consultant. You get a starter kit valued at \$500 with \$264 worth of full size product. But you have everything you need to demo but nothing to sell. You can come into Mary Kay with as little as \$200 in inventory and as much as.., well, let’s take a minute.....” Let’s say you invested in a clothing store. What would be your initial investment? (let’s say they say \$100,000) Now, if something happened and the store didn’t do as well as expected, is someone going to buy back 90% of everything you invested in your store? Now, did you have that money (\$100,000) lying around? No, you had to go get the money for your initial investment, right?! It’s your lucky day, because you can be fully invested in your Mary Kay business for as little as \$3,600 plus tax and shipping and we take bank loans, VISA, MASTERCARD, DISCOVER, and someone who loves you a WHOLE, WHOLE lot! If you aren’t happy with your Mary Kay business you can send it back to the company and they will buy 90% back. Now, if you send all of your products back to the company you can never be a consultant again because the company destroys all of your products. By FDA law you have to destroy a consumable product. But, what I recommend is that you bring me *anyone* and everyone you know to my meeting on Tuesday night and I will sell your product for you. You can order one time and never, ever, ever, ever order again and the Mary Kay police won’t come knocking at your door.”

By now you know who is really thinking about the opportunity and who wants to remain a customer. Ask those ladies who you think are “tickin” to stay after the class so you can close them. You want to give them an agreement and have a Ready Set Sell brochure ready to show them. Show them the back page where they will get 18 bags for \$3,600---tell them this is what they will need to sell their bags (they probably put 30-40 names on their list so they have already presold the 18 bags).

Closing:

1. Close the guests by asking those who want to be #1 Customers.....close them individually....
 2. Close the ladies who booked their classes and give them hostess packets and give them their products.
 3. Finally, close the ladies who are interested in the Business opportunity....have them fill out their agreement (make sure it is signed by you and your director) You can take payment that night for their order and for their Starter Kit.
- Call your director so she can help your new consultant put her STAR order in that night.

Or:

Do Individual Close with everyone. Use Lisa Madsen’s “Booking Classes from Classes”, however, add the recruit invitation step.

NSD Lisa Madson Script

Booking Classes from Classes

Memorize the booking approach that I used to be on the National Court of Sales the first two years I was in Mary Kay.

Individual consultations are a MUST! Ask each person the following questions:

- 1. Did you have a good time today?**
- 2. How does your skin feel?**
- 3. What part of the Timewise Set or Miracle Set did you like best?**
- 4. What would you like to take home with you today?**

FIRST: If the customer replies, “The Timewise Set,” or a collection that contains the Timewise Set, say, “Is there any reason why you wouldn’t want to share your check-up facial with a couple of friends?”

If the customer says, “I’d like to have a class,” then say, “What is better for you, the beginning of the week or the end of the week?”

If she says, “I’m too busy,” or “I don’t have any friends,” or gives a different objection, say, “Let me tell you how I handle my check-up facials. If you choose to share it with a couple of friends, I’ll come to your home at your convenience or you can have it at my home. If you choose not to share it with a couple of friends, I offer second facials at my Success Meeting on Monday Nights at 6:00 p.m. What would be better for you, Monday night at my Success Meeting or at your home or mine with a couple of friends?”

If she chooses to come to your Success Meeting, she can stay for the meeting and be a model or she can leave after her facial. The other option would be to hold second facials at your home at specific times during the month. I would suggest that you not run around the country giving second facials to one person at a time.

If she says, “Do I have to have a second facial?” You say, “No, you don’t have to have one, but our products are guaranteed. That is why we recommend a second facial.”

At this point, PAUSE. Don’t say anything else. If she doesn’t want a second facial, that is fine. You won’t want to create a feeling of frustration in your customer. You want this customer for life. If she doesn’t care to have a second facial, say, “That’s not a problem at all. I will assume your products are working fine unless you call me and tell me otherwise.” Of course, you will still want to follow up with her to make sure she is happy with her products and continue to service her like a great beauty consultant would.

SECOND: If the customer’s response is to purchase a lip gloss or products other than the **Timewise Set**, collect their money and say, “If you could get the **Timewise Set** or the **Miracle Set** for little or no money, would you use it?” If she says, “Yes,” you say, “I have a really great way for you to win the Timewise Set or a portion of it, and, with your permission, I would love to tell you about it. All you need is two other people besides yourself and it counts as a skin-care class. The way it works is that you will get 10% of what everyone buys that day in free products. For example, on a \$300 Class you’ll get \$30 free. If one of your friends books a class, you’ll get 15% which would be \$45 in free products on the same \$300 class. If two of your friends book classes, you’ll get 20% for free which is \$60 for free. That would more than cover the cost of your Timewise Set. Is there any reason why you wouldn’t want to get a couple of friends together and get your products for free?”

FULL CIRCLE INDIVIDUAL CLOSE to Sell Sets, Book Classes & Interviews (in that order)

1. How did you enjoy the facial? What was your favorite product?
2. So that I can become a better consultant, do you have any suggestions for how I can improve my presentation?
3. May I see your opinion poll? I see that if money were no object, you would go with the ____ set. Good choice! You know, I was serious when I said I would bend over backwards to help you find a way to get it. Of all the creative financing options I mentioned, which could work for you?

(Write up transaction & make the sale)

1. Now, _____, while we're together, we need to go ahead & set an appointment for your follow up..which is better for you, next week or the next? (*Keep giving choices until date & time are agreed upon*)
2. Tell me, when we get together for your Color Appointment, is there any reason why you wouldn't want to share it with a few girlfriends, so you can shop with me at up to 50% off?

(Give Hostess Packet & coach her on the spot, if time, or set phone appt. to do so tomorrow)

3. Before you go, may I give you a compliment? (*smile*) I've been really impressed with you tonight, & I think you would be great at doing what I do. You're probably no more interested in it than I thought I was ____ ago, but even so, I wouldn't consider it a waste of time to sit down over a Coke & tell you about what I do. If you like what you hear, I'd love to help you pursue it. If you're still not interested after we talk, that's fine too. Would you be open minded enough to just listen? Great! Which is better for you, lunch hour or right after work? (*Keep giving choices until an agreed upon time, preferably within 48 hrs.*) I'll tell you what, I have a very motivational CD or tape I can send with you to entertain you in the mean time..if you get a chance to listen to it before we get together, I'll have a free mascara for you! What do you have in your car, a CD or cassette player? Great! I promise you'll enjoy it! I've had several women return it to me & say, "*I don't want to sell Mary Kay, but I listened to this CD four times! It was awesome!*"

