

Allison LaMarr's Flipchart Skin Care Class

(Use this one if you have the hot pink flipchart)

Compiled from multiple sources*

(Tape this to the back page of your flipchart – the one that says “Tip”)

Prior to Class Time—Arrive at least 30-45 minutes BEFORE the scheduled time

Arrive at her door with one bag. Give her a sincere complement and find out where you will be setting up. Go to the car for your other bag(s). Be careful not to bring in too much stuff! This business should be FUN—not a lot of WORK! Set up trays and mirrors. Have your Ultimate Roll-Up Bag on its side with all products set out in front of each pocket. These are the products you demo from!

While setting up -1st point of the 4 point of the Recruiting Plan:

Ask your hostess “Tell me about your friends who are coming.” – listen for clues.

Hostess makeover *(only if this is her 2nd appointment)*

Still prior to the scheduled time—take guests, as they arrive, to the class table to **match her foundation** while she completes her **Customer Profile**. Write their color on their profile & put it on her tray. Set a lip gloss sample next to her tray. Get to know each guest. Find out how she knows the hostess. As long as there is time, direct her to the kitchen to do **Satin Hands & Lips treatment** (hostess assists). If she finishes in time, have her flip through the first 5 pages of the *Beauty Book*.

At the scheduled time for the appointment— ALWAYS honor those on time & NOT those who are late!

(Tape this to cover all the verbiage on page 1.)

“Welcome, thank you so much for taking time out of your busy schedule to be here tonight! My name is Allison LaMarr, and it is my pleasure to introduce you or re-introduce you to Mary Kay Cosmetics skin care and glamour line. I hope you've come tonight in need of some fun, because my #1 goal in being here with Suzie is to help you fall in love with these products and this amazing company just as much as I am!

Thank your Hostess *(give her a small gift) and let everyone know what she has earned:*

- Describe your hostess plan here

- “I'm in a contest to treat 30 women to customized facials this month, so each of you is helping me out probably more than you know. Thank you!”

Skip to pg. 5

How many of you know that Mary Kay is the #1 best-selling brand of skin care and cosmetics in America today?

Would it surprise you to know that the Mary Kay Sales Directors are the highest paid women in America today? According to the Wall Street Journal there are more women in MK who make over \$100,000 per year than any other company in the US, and I have to be honest with you: I'm pretty darn excited about that!

We'll have plenty of time to talk about that later, but let me just quickly tell you what we're going to do tonight.

1. Basic Skin Care
2. Basic glamour
3. Private consultation

This is the first of two appointments we'll have together. I don't know if you've ever tried to get your hair colored and permed on the same day, but it's just WAY too much, and it's kind of the same in MK.

Trying to teach you everything I know about SC and glamour is just way too much, so today we're going to focus on skin care, and we'll do very basic glamour.

Then at your follow-up appointment, I'm going to teach you everything I know about color.

So, let's get started! What do you think is the #1 thing that's made MK so famous over the past 44 years? (Not the Caddy – skincare!)

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The Facial

Now, how many of you prefer to try a product before you buy it? Doesn't that make sense to you? Have you ever taken something home from the cosmetic counter in the department store and it was wrong color; too oily; too dry. How many have a make-up graveyard at home (*nodding your head and raising your hand*)? That drawer of buying mistakes? That will never happen because you can try before you buy. I'm going to teach you step to step how to use it and then we can get together again in a week or two to make sure everything you are using is right for you! If we don't get your foundation color right...we can exchange it...Mary Kay is unconditionally guaranteed. You will never be stuck with something in Mary Kay that you don't love.

Today we are focusing primarily on skin care. We are going to be cleansing around your eyes so, please do not remove your eye make up tonight. We'll save that for when we do your personalized color appointment.

Take out your Beauty Book (*NOT the Look Book*) and write your name on the front. This is your book. You can do anything you want with it, make notes, draw pictures of me -as long as they are skinny (*whatever*) and turn to page 6. Now, when it comes to skin care MOST women would prefer to skip right past it, because it's too complicated and it takes too long. PLUS color is the fun part anyway, right? But, would you all agree with me (*nodding and raising your right hand*) that taking care of your skin is the most important part of looking younger and feeling better? After all, your make up will never give you the look you want if you don't take care of your skin. Do you know that most women spend more \$ and time on household cleaning products (like toilet and floor cleaner) than they do skin care? If you think about it – THAT'S CRAZY – because you can always buy a new toilet, but you can't buy a new face! How many of you are excited about looking old??? OK, then let's talk!

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First of all, it's important to use a premium product, customized for your skin care needs. What is not a premium skin care product—4-letter word beginning with 's'. That's right...soap. Soap belongs in one place on your body—and that's under your arms!

Secondly, it's important to use all the same brand of skin care. Mixing and matching is like waging chemical warfare on your face. Think of it like this. If you were going to bake a cake for a very special occasion, would you take out 5 different recipes and choose one ingredient from each one to put into your cake? If you did, what would happen? (*wait for answers*)

You would have absolutely no idea of the end result, right? But that's what we do with our face! We use a cleanser from one brand, a moisturizer from another and a freshener from yet another. And then we wonder why we are not happy with the result! I will be following up with you to make sure you LOVE everything you have. Do you know that should you ever return a product to me, Mary Kay will replace it and it never comes out of my pocket, so you never have to worry about feeling guilty for hurting my feelings or my business! Isn't that GREAT?

OK, lets get serious about your skin.

There are 5 basic steps to great skin – does anyone know what they are?

***Cue hostess to grab facial cloths!**

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(Cleanse, exfoliate, tone, moisturize, protect).

The first one is cleansing. You want to cleanse your skin morning and night, every day! So, on that bottle that says 3-1 Cleanser, write 'morning and night'.

- We have 2 different formulas to match your skin type: combo/oily or normal/dry

If you FAIL TO CLEANSE, it's a CRIME! In the morning it's a misdemeanor, but at night, it's a FELONY! And, I have heard that if you don't wash your face at night, your skin ages 14 days. So on that same bottle write 14 days. Now, I have absolutely no idea if that's correct, but it's what I've heard, and the truth is, your skin *does* age more rapidly when you don't wash it before bed. So 14 days will remind you not to use your pillowcase as a washcloth.

Why don't you FEEL your skin really quickly? That way you will know if it feels any different after we try the products.

(While they are cleansing—read next paragraph about the Cleanser)

You know, it's also very important to exfoliate regularly. How many of you sit down twice a week for 10-15 minutes with a mask of your face? Why is it that we do not exfoliate regularly? *(they will usually say time)* Exactly, so Mary Kay has put the exfoliator right into your cleanser! Hence the name, TIMEWISE (because it saves you TIME) 3 in 1, because your cleanser, mask and freshener are all in the cleanser! Cool, huh? And it even comes in a bar for those of you who prefer. After using it for a week or so, if you think you want or need a different formula cleanser, I'll be happy to switch it out when we have your check-up and color appointment.

Skip to pg. 11

OK, next you apply your Moisturizer morning and night, so write 'MORNING & NIGHT' on that moisturizer bottle.

- Go ahead and apply your moisturizer now.

If you think you need more hydration, we will add it at your follow up appointment. *Read comments from flipchart.*

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Finally, you must protect your skin every day by using foundation—every single day! This is the product that protects your skin from the environment.

Think of it this way, if you are driving through town and you see two houses side by side, both 25 years old. One is painted and one is not. Which one looks better? Exactly, because the paint protects the wood from the environment. Think of your foundation the same way.

- Turn to pages 8 & 9 in your Beauty Book

We have 5 different types of foundation and a color that matches every woman's skin...so there IS one that is right for you! Our medium coverage foundation is the best on the market, and that's what you're going to try today. You'll love how your skin feels when you use it.

You can always use your fingertips, a sponge, or a foundation brush to apply, but just to make things faster for you today we're going to use our fingers. So go ahead and dab it on and rub it in.

If you find that it is too light or dark or you need a different undertone, make a note on the back of your profile card, and I'll be happy to change it during your private consultation. I also think you sometimes have to wear a foundation for a few days in all different lights to be sure its right for you. If needed, we can always switch it out at your check-up facial.

Turn back to pg. 9

WOW! Those 3 products you just tried make up all 5 steps of basic skin care.

Now...everyone take your mirror out of your tray and hold it up in front of your face.

As you look in the mirror, I want to share with you a little about how your skin ages. Does anyone know how old you are when the first signs of aging start to appear on your skin? (*Mid-twenties*)

And unfortunately for us, it doesn't reverse itself from there.

So, now that you're all depressed, put your mirrors back in the tray and look at page 7. I have good news for you. It's never too late to start taking care of your skin. Likewise, it's never too early.

Mary Kay has the answer to the war on aging. It's called Day Solution and Night Solution. (*Hold the bottles up from your ultimate bag*).

On the white bottle on page 7, write 'DAY' really big. The Day Solution has an SPF of 25, which protects your skin from damaging UV rays while botanical extracts support the skin's daytime energy needs.

Next page

And on the clear bottle write ‘NIGHT’!

The Night Solution supplies a highly effective blend of vitamins—see the little beads?

The ingredients, over time, will dramatically reduce the appearance of fine lines and wrinkles.

Now, go ahead and apply the Day Solution that’s in your tray to your Right elbow to see how it feels.

Apply the Night Solution to your Left elbow.

I call the Day and Night Solution “support panty hose for your face”, because they just lift everything up and suck it back into place!

Skip to pg. 13

So, in the morning, you will use your TimeWise 3-in-1 Cleanser, then Day Solution. At night, you will use your Cleanser and then your Night Solution. Follow that up with your moisturizer, and finish with your foundation. Of course, you only use your foundation during the day! When you combine all 5 of these products pictured together. That is our Miracle Set, so write MIRACLE on that picture.

While you are looking at the photos on page 7 of the woman's eye before and after using the Miracle Set for 12 weeks, let me tell you the results you can expect from these products...*read statistics from Beauty book.*

So how does your face feel? Doesn't it feel soft?
That's after just one use, so just imagine how good it would feel in a few weeks!

Now, what is the #1 reason women do not take care of their skin? (*time*) You're right, so I'm going to show you how fast your skin care routine would be if I weren't here yakking at you. We are going to have a RACE! So, everyone hold up your hand. I want you to apply products to the area where your wrist and hand meet (the joint) as fast as you can, in the order I tell you. That means right here (*show them the joint area above where they did Satin hands*)

OK, get ready, get set... massage the TW 3-1 Cleanser on and wipe it off. Now, put on your Day Solution, now your Moisturizer, now your foundation. OK, now put foundation on the joint of your other wrist and see how differently it goes on and how it looks. What do you notice? (Someone will say lines)

Notice the difference in the lines? If you see that much difference in one application of the Miracle Set, what will you see after a few weeks? That's why we call it the Miracle Set. If you want to look younger than everyone else at your Class Reunion – this is the set for you!

OK now, fluff up your hair a little and you have just completed everything you need to take great care of your skin and win the war on aging. Doesn't your face feel great?!

Skip to pg. 16

This would be a great time for a FREE GIFT!

I want to give away a FREE eye shadow. Is that OK with everyone?"

(Play the REFERRAL GAME—have them get their cell phones out—FREE eye shadow or something)

Pull out your pink Customer Profile card that you filled out when you came in. Flip it over and you can use these lines on the back.

The 1st person to write 5 names & #s of girlfriends who would enjoy being pampered and would give their opinion gets the eye shadow – and you get to pick your favorite color.

Ready, Set, Go! *(You might give everyone with 5 a sample. If so, say:)*

And everyone who gets to 5 also gets a gift!

Turn back to pg. 2

Ok, go ahead and apply your Loose Powder to set everything before we go on to a little color.

(2nd point of the Recruiting Plan)

Before we get to the Color I have a HUGE FAVOR to ask of you.

We always share a little about the company because we never know who might be looking for some extra \$ and it's always good to know a little about the Company who makes your products.

(Tell your "I Story" - 2 minutes MAX.)

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I'm currently in training to earn a promotion into Leadership in MK, and as part of my training I'm supposed to practice sharing how our company works. Now, I know this is something you may never consider for yourself and that's perfectly OK with me, but would you be offended if I practiced on you? It helps me gain confidence in sharing the info with people I don't know very well, and I'll even make it fun and I'll even bribe you into helping me out by giving you a gift!

(Play the IT'S IN THE BAG MARKETING GAME – 10 MINUTES MAX)

(Paste "It's in the bag" cheat sheet here.)

Next page

Thank them for listening and give the winner a small gift (eye shadow or PCP gift).

To get credit for my training, would you be willing to help me prove that I actually DID practice on you?

Pass out "It's All About You" sheets and have them fill out the bottom half only.

Mary Kay has always said that there is 1 new Beauty Consultant at each class.

(Look at each guest)

I wonder who it would be tonight???

(Let them suggest and remember to talk to them at their individual consultation)

Skip to pg. 15

Now who's ready for color!?! Turn to page 15, focus today was on skin care, but you are all going to get my dash out the door look, how to look like a million bucks in 5 minutes.

(Explain eyesicles, vanilla all over, choc lid only. Finger painting skills!)

Everyone looks great!

Mascara: don't pump, dip wand and turn and roll out, distribute product first & then play with lashes, otherwise uneven. Don't forget bottom lashes.

Bronzing powder: swirl colors together with your cotton ball, pass around

Open lip-gloss samples and apply

At your check-up appointment, we'll also do customized color. I have a computer program that will recommend the very best colors for you based on your skin, hair, and eye colors.

Who would like to see your customized colors just for fun? If you look at the compact on page 15, that's the #1 compact in America, beautiful model, her looks are in that compact. (Mention liners and primer.)

(Romance the Custom Compact.) It's made out of the same thing your phones are made of and it won't crack or break and you won't need a rubber band to hold it together! Plus, it saves on the environment and your pocket book. You only replace the items you run out of instead of buying the entire case and throwing the old one away.

Lip-gloss & compact sells for \$76, but if you want to bring 3 friends to your color appointment: \$35 instead. So it helps me & you!

Turn back to pg. 14

(Table Close – Pass out Create-A-Roll-Up Sheets)

You know, people always ask me 3 questions:

1. How does this come?
2. When can I get it? and
3. How much does it cost?

So, let me answer those 3 questions for you right now.

But first, let me assure you again, that there is absolutely no obligation to purchase tonight.

However, if you just can't stand to go home without what's on your face, I could tell you about our different sets and the prices.

Would that be alright with you?"

I just handed you a product sheet that shows you all of your options, and if you'll reach down under your chair you'll find your very own TRU bag.

Open that up, set it in your lap and we'll walk through your products together very quickly. We love this bag! *(Pull one pocket off)*

You can just grab the one you want to go to the gym or wherever. It's perfect for travel but you can also hang it in your bathroom where its SO convenient.

Your product is not on the counter where you have to dust around it, and the kids can't get into it, AND it's not inside the cabinet where you forget to use it.

Skip to pg. 17

Walk through each set of Create-A-Roll-Up Sheet. Have them circle the sets you used today. As you romance the product & review the benefits, place it back in the roll up bag & say:)

It starts at just 54 (do not say dollars) Add our incredible Day/Night Solution to make our Miracle Set for just 104. That's POCKET 1 in your bag."

(Review each set & tell the prices. After describing each set, have them mark a STAR next to everything they would like to have if money were not a problem. This is essential to your sale later.)

If you're a bargain hunter, you have a couple of options. The first option is what we call the Ultimate Roll-Up Bag, but I prefer to call it the "I deserve it all" bag! *(Read description from Create-A-Roll-Up Sheet.)*

Now let's say that YOU know that you *DESERVE* it all and no one would argue otherwise. But there might be someone at home who would kill you if you came home with it all. If that's the case, you may prefer the Petite Roll-Up bag. *(Read description from Create-A-Roll-Up Sheet.)*

You may be wondering how you can really get everything you want without breaking the bank, right? Well, I can take cash, checks, M/C, Visa or Discover, piggy banks or I even have a 'he'll never know plan' - a little cash, a little check, & a little credit card!" HA! I really do have a payment plan I can talk with you about. *(Pause, establish eye contact with each guest & lower your voice)*

I want you to know ...**IF YOU WANT THESE PRODUCTS, I WILL WORK OUT A WAY FOR YOU TO HAVE THEM!"** *(Big pause to make sure that sinks in.)*

If you do not love them, I will not let you have them. A one time sale means nothing to me. I want you to love and get benefits from them forever.

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(Only those with sufficient inventory can do the payment plan as you don't want to give out the product without the money)

(Delivery: Hopefully you have a full store and will deliver the product that night. Cover yourself and say)

Aren't you happy to know that you can take your products home tonight...if there is something I do not have...I will get it to you immediately.

I've enjoyed being here tonight! Did you have fun?

Next page

Alright, it's time to move into our private consultations, and I can't wait to get your feedback and answer any questions you may have, so let me give you some quick instructions:

- If you already know which sets you want to take home with you, fill in this section of the Create-A-Roll-Up sheet, and we'll discuss the details in a minute. If not sure, or have questions, I'll help you during your consultation.
- The feedback form that you filled out to help me get credit for training, if you'll fill out the top of that, it'd be great.
- Bring both of those + your bag and pen when you come, and I'll have everything else you need.

Is anyone in a hurry – need to go first?

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