

Rockin' to Success: MK Rocks Trunk Show Outline

- Welcome and present your hostess with a product gift in a gift bag!
- Tour them through the **MK Top 40 List** having them check off what they like while you are doing the show and tell.
- Have them touch and experience as many products as possible (what you have on hand) rather than just tell. Use full size regular line products for demonstration. This will also double as you display.
- Do a "Hand Facial" Which means to do Time Wise Cleanse, Day Solution, and Age Fighting Moisturizer on the back of one hand followed lastly by Bronze 808 medium coverage on both hands. Be sure to share the facts about how the Miracle set will change their skin with the statistics from the beauty book.
- Final step is Satin Hands to wash off all foundation.
- Next walk the group through ANY additional products NOT in the Roll Up Bag that you want to sell.
- Now it's time to check out and make their purchases. Each guest receives one ticket for every \$10 purchased (before tax). Make a **BIG DEAL** over purchases by saying something like "10 extra tickets here!"

As you are figuring out their order and taking their money, softly say so only she can hear ... "I always select a couple of people who I would most like to have as my future hostesses. Today I have selected YOU! Tell me is there any reason why we couldn't book an MK Rocks Party for YOU and help you earn this awesome Ring? I think you'd be great!" SHUT UP! Focus your eyes on her right eye. **(You MUST memorize word for word the above dialogue and do not change a single word)! When she says yes...tell her you'll set the date before you leave tonight!**

Be sure to say, "We are going to do one more thing....it will only take about 15 minutes...this is the most important part."

Have everyone enter the living room and be seated. Ask **"How many of you would like to earn some more tickets?"**

"This is my favorite part because this really helps (The new consultant) If this is a New Consultant Grand Opening. Or me.

I just want to get to know each of you a little better and wanted to ask you a few questions THEN you'll get to ask me questions and earn more tickets for the cruise!

Ask each person the following questions:

1. What do you like best about your current job/situation?
2. What would you like to change?
3. Where do you see yourself 5 years from now?
4. If I had 5 minutes to share about a Mary Kay business what would you want to know?

Now remember for every question you ask helps _____. (Me or new consultant)

When done ask them to fill out the **Tell Us...What You Think** Sheet and do a small door prize from it.

Thank everyone for coming give out goodie bags to future hostesses as they leave.