

WANT TO HAVE \$500 SHOWS EVERY TIME?

Be Prepared

- Have 20 Hostess/Coaching packets put together. (See Million \$ Checklist)
- Have **Choices** audios or CD (from **LWT 1 888 987 8273 EX. 211 ask for Larry**) and **Something More** audio cassettes for each guest (available on Sec. 2 pt# 9139)

Book It—following these 6 Steps to Success

1. Complete your contact list.
2. Mark your date book with 8 appointment times in the next 2 weeks.
3. Learn the following script. Be excited!
4. Be ready for their objections (they're to be expected).
5. Schedule a time to call (a 2 hour block of time, maybe 7-9 pm)
6. **Stay at it until you get all 8 scheduled!** (Never book 1 or 2 at a time – **always have 8.**)

Please follow this Step by Step – this is MOST Important to your success! Do not skip a step! Do this immediately!

New Client script: “Hi _____, this is _____ calling. Do you have a quick minute? You're not going to believe this; I'm starting my own business teaching skin care & make up artistry for Mary Kay! I'm so excited! I'd just love to get your opinion of the products. Is there any reason we couldn't get together? Would Thursday or Saturday be better?” (**DO NOT STOP UNTIL YOU GIVE HER A CHOICE OF TIMES**)
She chooses & then, IF SHE IS SOMEONE WHO KNOWS YOU, you say:

(Turning the facial into a class) “By the way _____, I can do several faces as easily as one. When you have a couple of girlfriends join you, you could actually get **\$75 in product for just 25!** All you have to do is invite 6 to 8 so that 5 to 6 will join you. I'm going to send (or drop off) a packet that will explain everything. So go ahead & start inviting.” If she is very excited, continue with, “Let me share a secret about inviting friends, instead of saying...I'm having a Mary Kay party, do you want to come? Try, saying.... A Mary Kay Consultant is coming over to pamper me & get my opinion of the products & she's allowing me to share it with a couple girlfriends. I know it will be a lot of fun. It's reservation only, can I count on you?”

- New Client: follow the script above for turning the facial into a class if you have a relationship with her.
- Preferred Customer: When you call her for a reorder or to tell her about new products, ask her if she would like \$75 in product for just 25, plus, her name in our current Hostess Contest-then continue with the new client script.
- At a Class or Facial When scheduling her 2nd Appt.: This is the easiest! (Use the script from the Individual Close)

Coach It – Follow *OUR Coaching Sheet*.

Pre-Profile Her Guests – Call everyone immediately. **Do NOT wait until the day before the class.**

Get the profile information then quickly coach: “**We're going to have so much fun! You are not obligated to purchase, however, I will have products on hand & I do take MC, Visa, & Discover & even have a payment plan if you are tempted. I will begin on time & you will get a special hand pampering when you are 10 minutes early. I am so looking forward to meeting you.**”

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 *Beauty Essentials 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, in the kitchen to do *Satin Hands & Lips treatment* (hostess assists.) **match Foundation Shades** as long as there is time. Write their color on their profile & put it on her tray. Get to know each guest. Find out how she knows the hostess.

At the scheduled time for the appointment—

ALWAYS honor those on time & NOT those who are late!

“Welcome, thank you so much for taking time out of your busy schedule to be here tonight!”

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

- For holding the class (3 or more friends with her) on the original date with \$125+ in class sales—**\$75 product for 25**
- For \$100 in outside sales or completing a questionnaire about our marketing plan - an additional **FREE gift**.
- Her name in the current **Hostess Contest** (when you have paid your \$10 to participate)

“I have three goals for you tonight:

- **To have fun and be pampered**
- **To learn more about your skin**
- **To fall in love with our products and with ME!”**

“Our appointment will also be in 3 parts tonight:

1. **We’re going to talk about healthy looking skin and learn a little about Mary Kay the Company**
2. **Then the fun part where get to try our great skin care products and some of our supplements + an introduction to some of our great Color Products**
3. **Then, because you have been so kind as to give me your time and attention, I will be meeting with each of you to answer questions, select the colors for your color session and take care of anything that you would like to take home with you today. There really is no obligation to purchase, but just in case you cannot live without what you try today, I can take MC, Visa, and Discover.”**

2nd point of the Recruiting Plan

“OK, First on our agenda is to tell you a little about our business. We always share a little about the company because we never know who might be interested and it’s always good to know a little about the Company who makes your products.” *Tell your “I Story”* (One sentence each: *Why you started, what you love the most, and what your goal is.*)

Go through your Recruiting Notebook in 5 minutes or less. **Hand out the ‘What you think/Wish list’ sheet to fill out including their 1-4 interest level.** Thank them for listening and give them a small gift (sample) Pick up their sheets & glance at their answers. **“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)

The Facial

“OK, now on to the fun part! 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. If I tried to help each of you tonight we’d be here until the wee hours and I don’t think that’s what you had in mind!”

“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*) Turn to page 6, 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 great about how you look? After all, your make up will never give you the look you want if you don’t take care of your skin. How many of you are excited about looking old???

OK, let’s talk! First of all, it’s important to use a premium product, customized for your skin care needs. Where do you buy customized premium products besides Mary Kay? (*Wait for them to give some answers—the correct one being—department stores*) Where do you NOT buy premium products? (*Wait for answers like Dollar and Grocery Stores*) And what else 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!

How many of you have that scary makeup drawer at home in your bathroom that kind of glows in the dark when you open it (*nodding your head and raising your hand*). Well, it’s got to go! When you choose Mary Kay products, you are choosing the most economical premium skin care line on the market today and the best selling brand for the last 10 years! You are also choosing a personal Beauty Consultant and the opportunity to **Try before you Buy!** You’ll never make another buying mistake with Mary Kay because **ALL** of our products are **100% satisfaction guaranteed**. 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! Isn’t that **GREAT?**

OK, lets get serious about your skin. Follow along with me on page 6 of your Beauty book. There are **5 essential steps to great skin** 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. 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 13 days. So on that same bottle write 13 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 13 days will remind you not to use your pillowcase as a washcloth.

Why don't you FEEL your skin? That way you will know if it feels any different. Let's go ahead and **apply your 3 in 1 Cleanser** using upward and outward strokes. Remember to cleanse **AROUND** your eyes!"

Say this while they are cleansing—also read the paragraph on p 6 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 cleanser, I'll be happy to switch it out when we have your recheck, color appointment."

Hand them their warm washcloth to remove their cleanser.

"Now...everyone take your mirror out of your tray and hold it up in front of your face." *(wait for them to do it)* **"As you look in the mirror, I want to share with you a little about how your skin ages. (Have the Wrinkle Flier, in a page protector, on the table and go through it with them)** **"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).* **Its in pocket 1 of your Beauty Essentials collection. On the white bottle on page 7, write DAY. The Day Solution has an SPF of 15, which protects your skin from damaging &UV rays while botanical extracts support the skin's daytime energy needs. And on the clear bottle write NIGHT! The Night Solution supplies a highly effective blend of vitamins—see the little pink 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. 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.**

OK, next you apply your Moisturizer morning and night, so write MORNING & NIGHT on that moisturizer bottle." *(Read about it from page 7)* **If you think you need more hydration, we will add it at your follow up appointment.**

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. 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! Just dot it on and blend. Our new liquid foundation is the best on the market. We use the best pigments available and its transfer resistant—won't rub off on your clothes. You'll love how your skin feels when you use it. You are using the shade that looks the best under tonight's lighting. If you find that it is too light or dark or you need a different undertone, I'll be happy to change it when we get back together for your color appointment.

On page 7, you will see all 5 of these products pictured together. That is our **Miracle Set**, so write **MIRACLE** on that picture. This set is **POCKET 1** of your Beauty Essentials collection. While you are looking at the photos on page 6 of the woman's eye before and after using the Miracle Set for 8 weeks, let me tell you the results you can expect from these products...

When you use only the TimeWise Skin Care, after 8 weeks of consistent use, you can expect up to a **99% improvement** in skin softness, but when you use the Miracle Set, that number jumps all the way to **155%**. With TW only, you can expect a **25% improvement** in skin firmness—**91% with the Miracle Set**. A **34% DECREASE** in the appearance of fine lines and wrinkles jumps to **48% with the Miracle Set** I'm going to give this back to you so you can write Pocket 1 on your Wish List *(Hand out the What Do You Think Sheet again-refold it so the Wish List is showing)*

So how does your face feel? Doesn't it feel soft and supple? How does it feel different? Just imagine how good it would feel in 2, 4, or 8 weeks!

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. That's **POCKET 1** of your Beauty Essentials collection. Doesn't your face feel great?

Now, what is the #1 reason women do not take care of their skin? (*time*) you are 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 Night 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 8 weeks? That's why we call it the Miracle Set. POCKET 1 of your Beauty Essentials Set. Put it on your list if you want to look younger than everyone else at your Class Reunion!**

Now, who has dry cracked chapped lips? Raise your hand. Those of you with this problem are going to want the **SATIN LIPS SET!** Ohhhhhhhhhh, it's CPR for your lips! You will absolutely **LOVE** this. It makes your lips softer, smoother, and more kissable! (*Sell features and benefits*) "Those of you with this problem will want to write **POCKET 2** on your Wish List! (*If you did Satin Lips before the class, just review*)"

Let's talk about eyes. Who has a problem keeping your eye shadow on? You know it creases, smudges, flakes and fades! Well, you are going to want our 2 eye creams! (*sell features and benefits of Instant Action and Triple Action and have them apply each to the outer corner of one eye*) **You will want to put POCKET 2 on your Wish List."** (*Do the same for Indulge Soothing Eye Mask and Oil Free Eye Make Up Remover which you can show how it removes eye pencil from your hand.*)

"Before we get to the Color, 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*) "You can use the lines before your Wish List. The 1st to write 5 names & #s of girlfriends who would enjoy being pampered and would give their opinion gets the eye shadow. Ready, Set, Go!" (*You might give everyone with 5 a sample*)

“Ok, go ahead and apply your **Loose Powder** to set everything before we go on to a little color.”
*Have them apply lip and cheek color from their Color 101 card with no instruction. They can take the eye colors home to try. 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! For those of you who want your face in a case, write **POCKET 3**.*

Now, don’t you love how your hands feel? Don’t you love them feeling softer and smoother and who’s tired of cellulite? For you Girls, you are going to want to write down **POCKET 4**. It includes our **Satin Hands Set and our Visibly Fit Lotion**—Tina Turner legs in a bottle-you will **LOVE** it!

“There are two more products I must tell you about.” *Romance the New Hydrating Creams.*

Table Close

“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?”

Have them turn to the Beauty Essentials page (16-17) in their Beauty Book. After describing each set, remind them to write on their Wish List everything they would like to have if money were not a problem. This is essential to your sale later.

*Start with the Basic. As you romance the product & review the benefits, place it back in the roll up bag & say “It starts at just 52 (do not say dollars) Add our incredible Day/Night Solution to make our **Miracle Set for just 102. That’s **POCKET 1**.”***

*Review the benefits of **each product in each set** & tell the prices. Remind them to write it on their List.*

“The entire collection, which is what everyone wants, is what we call the **BEAUTY ESSENTIALS**. We love this bag (*pull one bag 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 it’s so convenient. Your product is not on the counter where you have to dust around it and the kids can get into it and not inside the cabinet where you forget to use it.

Now, I need to know who my **Bargain Hunters** are. Raise your hands—you know you are the type that won't buy anything unless it's on sale! Have I got a **whale of a deal** for YOU! Next, I need to know where my **Power Shoppers** are. They come in two kinds. The first is the woman who is too tired and too busy to shop—she **hates to shop!** You just buy the whole thing to get it over with so you don't have to think about it any more and you love the fact it's a one-stop shop! Then there are those who were born to shop—proud of it. You know who you are! **You LOVE to shop!** I mean it's a full time career. Full time career because you like to look good, you like to feel good, and you want every piece of the puzzle because it puts the whole ensemble together. Am I right about that? **ABSOLUTELY! OK, do I have a whale of a deal for you Girls!"**

"Here's the deal, when you invest in POCKET 1 tonight, you are going to get a Color Compact for FREE! But, when you take 2 Pockets, you get your 3rd pocket for half price. The entire collection, all 7 sets, in this beautiful bag, is a \$400 (say dollars here) value, but tonight you may have it for just 299!! (do not say dollars!) That's like getting the 1st pocket for FREE! I know that sounds like a lot, and it is. You are probably wondering how you can really get everything you want, 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!" (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*)**

Allow 20 minutes for the class and less than 1 hour for the individual consultation (5-8 minutes MAX per person)

*Have them fill out their opinion on the Wish List/What Do You Think Sheet. When they start to chat, take your Power Shopper, or the one who has to leave – hand her the Beauty Book, Her Wish List, Profile & Her Beauty Essentials Set. Put your hand gently on her **far** shoulder as you ask her to come with you. Take her with you.*

Tell the Hostess to get the coffee & the guests in which order they may follow.

INDIVIDUAL CONSULTATION – THE MOST IMPORTANT PART
PRACTICE & MEMORIZE!

IF THIS IS STRONG –

- **YOU WILL HAVE HIGH SALES**
- **LOTS OF FUTURE APPOINTMENTS**
- **NEW TEAM MEMBERS!**

IF WEAK, THE OPPOSITE WILL BE TRUE – IT'S UP TO YOU!!

1) SELL THE PRODUCT

Study 'Working through Objections' from your New Consultant Packet.

“_____, did you have a good time? Do you like the way your face feels? Do you like the way it looks?” (Nod & smile – give her a sincere compliment about how her **SKIN** looks NOT ABOUT HER LIPSTICK!) **“Do you have any questions you want to ask?”** (*Ask for her Wish List– make a comment or two about her opinion before noticing which sets she prefers.*) **“_____, I see that if money were not a problem you would like to have.** (*Whatever set(s) she has marked.*) **“Is that comfortable for you tonight?”** (*Yes – write it up & continue by scheduling the Private Makeover Session.*) (*She says no money*) **“_____, do you remember when I told you that if you wanted it, I would work out a way for you to have it? Do you remember that I said we take Visa/MC or Discover, is that an option for you? (No) Well, do you have a checking account? Great! Here’s what we can do. We can divide what you want into payments – they’re interest free!** (*Show her what the payments would be & work it out...if she can’t do all the sets she wants, try the next down, help her get at least the Basic.*)

YOU CAN SEND THE PRODUCTS HOME WITH HER ONLY IF SHE GIVES YOU THE CHECKS – \$100 TONIGHT & \$100 ON FRIDAY IS LAY AWAY! DO NOT GIVE IT TO HER – YOU DON’T WANT TO ‘CHASE’ YOUR MONEY!

Write it up. (*Selecting product colors – if she purchased the Color Set – find the look on one of the Color Cards that she would like to try. You should have each “make up design” prepackaged so it’s easy to give her one – she can switch anything she wants at her Private Makeover Session.*)

You do NOT need another appointment. to select colors when you’re prepared.

2) SERVICE

“_____, I want to give you the VERY BEST service possible.” *Look on back of her profile card to see how often she wants to be called.* **“I see that you would like me to call you every ___ weeks to let you know what’s new. Is it best to call at home or at work?”** Find out the best time of day.

) SCHEDULE the NEXT APPOINTMENT

This is MOST IMPORTANT to keep your business going!

“Now, _____, I will need to see you within the next 7-10 days for your Color Makeover & to make sure you are getting the results from your product that I promised. Today is _____, is that usually a good day for you? How about next week at the same time?” (*or give her 2 choices – beginning of the week or end, Thurs. or Sat.? Get it written in the date book – then say*) **“You know, _____, you are eligible for \$75 in product for 25 when you share your make-over with some girl friends who do not already have a Consultant. Plus, it would be a lot more fun for you. Who do you know that you could invite? Who did you write down on the back of your card? You could invite them.”**

(If she does not wish to share her appointment, change her date to a pre-selected date when you do rechecks at your house for ALL who choose not to share or bring her for a recheck before the meeting – SAVE CLASS NIGHTS FOR CLASSES!)

4) COACH (Preliminary coaching)

Hand her a hostess packet (Look Books & one piece of recruiting information (Living the Dream), a Hostess Booklet and a sample or two.)

“_____, this is my business & you can count on me. Is there anything you can see that would prevent you from holding this appointment? I know your word is your bond & mine is also. Promise me you’ll read this information. My goal is for you to get more out of this than you put into it & for you to get the most in free product. _____, tell me where you’ll be in the morning so I can call you & we’ll go over all the ways we can make this appointment as fun & successful as possible. Be thinking about what you want for FREE! If you’ve invited your friends by the time I call, I’ll have a free eye shadow for you.”

5) BUILD YOUR TEAM Step 3 of the 4 pt. Recruiting Plan – Select

“_____, just one more thing, _____, I don’t know if this business is anything you would consider... It may or may not be something for you. However, after being with you tonight, I really feel you would be someone I would enjoy working with. Is there any reason why you couldn’t listen to this tape/CD?” (*Choices if she is agreeable, Something More if she’s reluctant*) **“I’ll call you tomorrow to answer any questions you might have.”** (*Do not try to overcome objections at this time*) *ex. ‘I don’t have time’ - ‘maybe you’re right, but listen to it anyway. I’ll give you another eye shadow just for listening and answering a few questions when we get back together. “*

Call your Director the next morning and tell her about the women you gave the information to.

Step 4 of the 4 pt. Recruiting plan: *Talk more to your hostess, leave information and a Something More or Choices audiocassette and invite her to your next Success Meeting or set up an interview.*

ALWAYS FOLLOW UP within 24 hours!!!

You do not have to offer payment plans. It is your choice.

Never send product home with a customer unless you have the money or the postdated checks. \$100 today and \$100 on Friday is 'lay away' and the product stays with YOU until it's paid for.

Date all checks today—pencil in when you want the 2nd-4th cashed according to your pay days.

Have her go back to the table to write her checks so you can get started with the next guest.

**Optional Payment Plan for the Beauty
Essentials Set (based on 6% sales tax)**

Compartments 1,2,3,& 4

\$299 + \$17.94 tax = \$316.94

2 payments @ \$158.50

3 payments @ \$105.75

4 payments @ \$79.25