# Full-Circle Skin Care Class/Party Training

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MY WEEKLY PLAN SHEET FOR: (Name) 

My Week Includes:  
- Daily Quiet Time  
- Family Time  
- Personal Time  
- Time for Sales Appointments  
- Time for Phone Calls  
- Office Time  

My Activity Includes: 
- # of Classes  
- Facials  
- Interviews  
- $______ in Retail Sales  
- Phone calls reaching a live person to book, coach, sell to or recruit  

Color Code Your Activities and Slot them in on the Plan Sheet Below 

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# Full-Circle Checklist

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<th>“I” Story</th>
<th>Name Game</th>
<th>MK Survey</th>
<th>Roll-Up Bag Close</th>
<th>Individual Close</th>
<th>2 Bookings</th>
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Full-Circle Checklist Guideline

When you have great skin care class skills you will have more fun at your parties! When your knowledge and skill level are strong, you are not worried about what is next, you are able to put your attention on the people in your class. I highly encourage you to become excellent at your career and remember what NSD Linda Toupin shares… everything you need to know about leadership in Mary Kay is learned at the Skin Care Class. Being a good consultant leads right into being a good director.

Want some help? Ok.. Here we go. 😊

Plan your week by using the Weekly Plan Sheet for ideas see Weekly Plan Sheet
But Who Do I Sell Too? Make a list of people to work with… for ideas see, But Who Do I Sell Too?
Once your list is made – prepare and practice your booking script… see Booking Dialogue .. think before you speak.
Also see the other Booking Training: Booking is the Lifeline of your Business: Mary Kay’s Booking & Coaching Script training for booking a party/class from a party/class; Mary Kay Scripts: Become a Master Booker
Once your class is booked – then coach your hostess –Here are some coaching tips to share with your hostess to have a successful party:

Tips for Success:

- Make a list of all the products that you plan to earn for hosting the party! I want you to get everything on your list!!
- Invite 10-15 friends/family to ensure a great group will get to come. Let them know we will begin on time. A reminder call the day before will help them remember to be there.
- Obtain outside orders and bookings from those who cannot come.
- I will be happy to call each of the guests and simply let them know that I am looking forward to meeting them and introduce myself, so I will need their phone numbers.
- Keep refreshments simple – the most important thing is to have fun.
- Everyone is welcome to visit my website to see the products and do a Virtual Makeover! Orders online count for you! Please have them to let me know in the comment section that their order counts for your party!
- Orders will be filled at the party or shortly thereafter! Let them know that I will send them with you for immediate delivery!
- Payment options are Visa/MasterCard/Discover/Check/Cash or combination

   Thank you for being my hostess. Because this is my business, and I love what I do, I will be there rain, sleet, snow or shine! I know that I can count on you too! We will have a great time!

Working from the Full-Circle Checklist:

- Coach your Hostess – have your hostess packets ready and with you, and go over the hostess plan with her. Make sure she understands what she is supposed to do to make the party great and what is in it for her. For a list of what goes in the hostess packet, go to our web site. www.unitnet.com/charness then go to the Training Center then look for Hostess Packet Notes and for more training see Master Coaching.
- Call guests – Call, text or e-mail to touch base with the guests and leave a joyful message. Looking forward to our party with (hostess name) on (day of the week) at (time). Share directions if needed. Looking forward to meeting you and/or getting to know you better. This quick contact makes the guests feel more special and they will be more likely to come and if they can’t come, let them know that outside orders and bookings will help the hostess too. Even if they can’t come to the party, they can still order and book.
- “I” Story – This should be short (2-3 minutes), compelling and include 1) What you did before Mary Kay, 2) Why you became a beauty consultant 3) How has your life changed since you started your business 4) What you love most about it now or what is your next immediate goal? See Cindy’s I-Story
- During your class/party you might choose to play the Follow-up Facial Game see the Follow-up Facial Game for details.
• Name Game Script – Let’s play the Name Game. The first person to finish writing in the names of five friends and their phone numbers on the back of their Customer Profile will go home with this wonderful gift. (I usually give a “Gift with Purchase” gift from the company.)
• MK Survey – See the Clipboard Close handout – See Mineral Marking Survey and Marketing Hotline Summary. I include both of these on the clip board.
• Roll-Up Bag Close – See the Clipboard Close training and if you want more information about what to put in those roll-up bags see the Basic in the Bag
• Individual Close – See the Clipboard Close training
• 2 Bookings – See the clipboard close, and the booking training and scripts discussed above, talk about booking again all through your party. See the Follow-up Facial Game, training – there are many ways to work it in!! Also, use the training, booking a class from a class script (Mary Kay’s Booking Script) in your individual close to book from your parties!
• 2 Interviews – See the Clipboard Close training – have team building information ready to share – go to our unitnet website and then go to our Training Center and then look for Team Building Packets. When our customers have seen us do a full circle skin care class with excellence, they won’t have a lot of questions about what to do, how we make our money, etc… our hostesses and skin care class customers make the best team members. See the training about Interview Questions to help you know what to ask.. and get really good at listening. Also see Five Most Effective Questions in Closing a New Team Member and Questions for Sharing and Selling.
• Total Sales (Total retail off your shelf including total retail of hostess credit w/o sales tax)
• 60/40 Split – replace all products taken off your shelf with the 60% and if you are still building your store, then you might want to use some of your 40% too. If you have a loan for your inventory, then use part of your 40% to cover your loan payment and pay it early every month. This will establish good credit in your name and you will feel good the rest of the month knowing that you have that taken care of early.
• With consistent full-circle parties/classes you will always be a STAR Consultant. See Climb the Ladder of Success for details about being a Star Consultant.
• Be prepared for success with plenty of team building packets and hostess packets made up and ready to share. Have your Car Office filled and in your car. Have business cards with samples in your purse at all times. See Car Office.

When you go prepared for your parties you can focus on your guests and if your goal is leadership in this company then this is what you are looking for at each party:
1) Directors
2) Team Members
3) Referrals
4) Bookings
5) Sales
"But Who Would I Sell To?"

In addition to the obvious of your immediate family, in-laws, cousins, neighbors, friends, and work associates, What about the person...

- From your old job?
- From school or college?
- Because of your favorite sports or hobbies?
- Because of your children's activities?
- From your church?
- From municipal activities?
- Because you rent or own your own home?
- Because you have lived in other neighborhoods?
- Who sold your house?
- Who do you know through your husband or boyfriend?
- Who checks you through at the grocery store?
- At the cleaners? At the drugstore?
- Their secretaries and office staff?
- At your dentist's office?
- Who sells you your clothes? Your shoes?
- Who gives your children music lessons?
- Who waits on your table at your favorite restaurant?
- Who is the fashion and beauty editor of your local newspaper?
- Who cuts your hair?
- Who leads your PTA? Girl Scout Leader?
- Who bought the new house on your street?
- Who is your bank teller?
- Who is your florist?
- Who was the nurse that looked after you in the hospital?
- Who was the maid of honor?
- Who is the cleaning lady?
- Who is the nice woman you met while _________?
- While in line at the grocery store? Or at the bank?
- Who was the bride you saw pictured in the local newspaper?
- Who is your child's teacher?
- The secretary at his/her school?
- Who did you meet while on vacation?
- Who checked you in to the hotel/motel?
- Who sold you your glasses?
- Who fills your prescriptions?
- Who did you meet at the local businesswomen's luncheon?
- Who's behind the desk at your health club?
- Who served you the last time you were at the jewelry store?
- The last time you booked a vacation?
- The last time you bought a painting?
- Who gave you decorating advice?
- What woman did you read about in the business section who just got a big promotion?
- Who is the receptionist at your hair salon? Nail salon?

wright down 25 names

NO PRE-JUDGING! Only prerequisite: She Must Have Skin!

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$1,099.50/Yr. of Commonly Used Products X 25 Customers = $27,487.50 / Yr.

$13,743.75 = Gross Profit when ordered at 50%!
By servicing YOURSELF and your closest family and friends!!!
**Think Before You Speak/Smile/Practice/Go for It!**

Booking Dialogues to get you thinking and on the phone.

“Hi ______________. This is ______________ calling. Do you have a few minutes? If so, proceed, if not, may I call you back in ____ minutes?”

“I’m so excited about a decision I’ve made. I’ve decided to…. 

1) build my own business with Mary Kay Cosmetics
2) raise money for the Mary Kay Foundation which supports cancer research and takes a stand against domestic violence
3) earn the next promotion with Mary Kay
4) take my NSD’s Challenge/ director’s challenge/company’s challenge, etc.

**What I want to do is…**

1) get the opinions of 15 different women about our products during the next two weeks
2) hold __classes this month and donate __% of the sales to the Foundation
3) share information about the business with five of the sharpest women that I know… and I thought of you
4) (Briefly share the challenge and possible reward)

**Is there any reason why you couldn’t….**

1) let me borrow your face and give me your opinion? (Book and then ask if she has any friends that might want to join the fun since you are working to get the opinion of 15 different women during the next two weeks.)
2) allow me to pamper you and some of your friends with our Satin Hands, skin care and glamour?
3) get together with me so that we can get to know each other better and share some facts about the career opportunity. It may or may not be something that you would be interested in doing, and that is ok.
4) help with the challenge and when you do, I will have a gift for you.

_When she says yes, give her two choices of appointments... daytime or evening? Weekday or Weekend? And give her two-times to choose from, 6 or 6:30 PM?_

The most important thing is to think about why you are calling and practice it out loud with the girl in the mirror so that you are relaxed and ready to make your calls. Once you have a customer base and you are calling to check on your customers, think of those calls as “Customer Care Calls” and you can even say, Hi this is ____________ with Mary Kay, and I am making customer care calls today. How are you? Listen and take it from there. Are you calling to see if she got her LOOK Book in the mail? Are you calling to tell her about something special that is coming up? Are you calling to simply check on her and let her know that you are thinking about her? **Quote: People don’t care about how much you know until they know how much you care.**
Booking is the LIFELINE of your Business!

Tips on Booking

1. Look Sharp! Maintain the Mary Kay Image in your looks, actions, and words.
3. Get the dollar sign out of your eyes. Help enough other people get what they want and you will have what you want.
4. When you knock on the door for an appointment, think bookings, bookings, and more bookings! Bookings are even more important than high sales, but why not have both?
5. Think of your customer’s best interests, not yours. Remember that everyone is thinking WIIFM… What's In It For ME?
7. Have a current date book with your open times obvious so that you can book without hesitation. Keep your date book updated with our priorities of God first, family second, and career third.
8. You select the booking options. Give her a choice of daytime or evening? Weekday or weekend? And two-time options, 6 or 6:30?
9. Book from your Skin Care Classes and ask for referrals.
10. Make everyone in your space feel special! Remember Mary Kay’s sign around everyone’s neck that reads, ‘Make me feel important.’ Get good at remembering names.
11. Have a booking list going at all times. Be great at follow up.
12. Remember to always overbook – sometimes we have reschedules.
13. Always send thank you notes to your hostess before her party, after her party or both! We all enjoy being sincerely appreciated.
14. Remember booking is sharing. Are you glad that someone shared with you?
15. Remember you won’t book everyone you ask. And you won’t book anyone if you don’t ask.
16. Have a booking goal per day. A booking a day, keeps fear away.
17. Practice makes you better. Practice with the girl in the mirror, practice with sister consultants, and then put that practice into action with your friends, family, customers, and new leads.
18. Remember, booking is a numbers game.
19. Always be prepared with your Car Office, date book, business cards, great attitude, Mary Kay Image, and Smile.
20. Have fun! Many women are overtired, overworked, and under appreciated! When you are excited and offering them an opportunity to be pampered and have fun, they will respond to that! Most will respond in a positive way! ☺
BOOKING – BOOKING – BOOKING

Booking is the lifeline of a Mary Kay Business! And there are so many ways to book. Get in the habit of always booking the people at your skin care classes – then you never even need other booking ideas! Remember to make reference to the follow-up facial several times during the skin care class so that everyone will be expecting to book a follow-up appointment at the time of their individual close. For example, “When I see you at your follow-up,” “at the time of your follow-up,” “when I come back for your follow-up,” or “we will look at advanced color at your follow-up appointment.” When you schedule the follow-up, tell them that you can give them hostess credit if they would like to have a few of their friends share their follow-up appointment. This is a win/win situation. The hostess gets free product and you get new customers!

Dialogues
Use this on all dialogues. “Hi! __________ (her name), this is __________ (your name) with Mary Kay Cosmetics. The reason I am calling is ________________ (your booking dialogue).”

Then give them a choice for their booking time. “Which is best for you, the first of the week or the last? Morning or evening? Lunch hour or evening? I have Tuesday at 12 or Thursday at 7? Which is better for you?

1. SECOND FACIALS FROM CLASS – I need to see you within 7-10 days to see if your products are working properly on your skin.

2. FOR PEOPLE WHO WERE REFERRALS FROM SOMEONE ELSE – You don’t know me, but Sally Smith gave me your name and thought that you would enjoy a complimentary facial. Have you ever tried Mary Kay before? If she says yes, ask her, “Do you currently have a consultant?” If she does, encourage her to call her consultant and make an appointment to see all the latest products. Then thank her for her time and let her know that if she ever needs a consultant in the future that you would be glad to help her! If she says no, tell her that you would love to get her opinion of our products. If she agrees, ask her if weekday or weekend is better for her? Then book her!

3. FOR THE PERSON YOU GAVE A SAMPLE TO – Ask her opinion of the sample. If she liked it, tell her that you would like to come over and give her a complimentary facial so that she can try more of our best selling brand. If she didn’t like it, tell her that you would like to give her a complimentary facial so that you can customize a skin care program for her.

4. PORTFOLIO BOOKING – “I am working on a before and after Glamour Portfolio using looks put together by make up artist, Robert Jones. I would love to have you as a model. I’m making appointments for the week of __________. Which do you feel would be best for you – the beginning or the end of the week? Tuesday or Thursday? 7 or 7:30?” After the appointment is made…you say, “Let me ask you something…do you have a friend or two that might like to join you and be included in my Glamour Portfolio?”
Information on Booking
(by Independent National Sales Director Emeritus Arlene Lenarz)

Everything in a Mary Kay business starts when you book a selling appointment. From it comes sales, more bookings, regular customers, and precious team members. And so your first step is to PACK YOUR DATEBOOK!! When you are writing in your date book, you are writing in your CHECKBOOK!! All you have to do is simply follow the suggested outline below. Just BELIVE, WORK, and FOLLOW THROUGH and the chances are IT WILL HAPPEN!!

1. Make a LIST of every possible person you can imagine to ask about giving them an opportunity to introduce their friends to our marvelous skin care products.
2. Set aside one hour a day all week and stay on the phone. Call each person to tell her you are participating in a special program and your assignment is to introduce at least five people this week to a marvelous skin care product. Then ask for a DATE, giving her a choice. Next, tell her to feel free to share her facial time with 4-5 friends and possibly receive her products free! Explain your hostess credit or promotion to her. BOOK HER and then CONTINUE CALLING FOR ONE HOUR!!
3. It is imperative that every one of your customers receives at least one refresher facial per year. Seasonal changes in their skin and updates in new products and colors make it a vital service on your part as their PROFESSIONAL SKIN CARE AND BEAUTY CONSULTANT. Call, BOOK and turn it into a CLASS or COLLECTION PREVIEW by offering the opportunity to earn free product!
4. The best possible place to book is at your skin care classes. YOUR GOAL IS TO BOOK TWO SELLING APPOINTMENTS, one to replace the appointment you just had and one to grow on! Leaving a selling appointment without your TWO BOOKINGS is like walking out of your hostess’s home and leaving money on the table. I would be much more excited about a $70 class with two bookings than a $300 class with no bookings!!! I’ll repeat it again: BOOKINGS ARE THE LIFELINE OF YOUR BUSINESS!! Make a point of selecting two people at every appointment and use the booking approach as outlined in the Conversations Booklet found on the LearnMK Web Site, key word, Conversations. Overcome any and every excuse by using the TENTATIVE BOOKING APPROACH (also found in the Conversations Booklet.) Make a point of incorporating your REVIEW FACIAL (check-up or second facial) at least SEVEN TIMES DURING THE APPOINTMENT!!! Develop an ATTITUDE OF ASSUMPTION: Everyone who purchases a basic has also PURCHASED A CHECK-UP FACIAL within the next 10 days to a week.
5. There are many other ways of booking. However, the KEY to each and every approach is simply to ASK and EXPECT A YES!!! The worst possible result that you will get is a “no” and believe it or not, that will not injure or disable you unless you let it! A “no” is not a terminal situation, unless you want it to be!
Mary Kay’s Booking and Coaching Script
Booking a Class from a Class – taught to me by NSDE Dalene White

“May I ask you a question?”… “Great!, At every skin care class I always try to select at least two women to be my future hostesses, and tonight I have selected you!! I think you’d be great!” “Is there any reason you couldn’t share a facial with a few friends.” Dalene says, “Shut up here!!!! The first person to speak looses the point!”

When she says no, that means no there isn’t any reason she couldn’t. When she says yes, that means yes I can share my facial with a few friends!! Either way we get a booking!!

“Great!, Under normal circumstances which is better for you, beginning of the week, or the end of the week? Pause for her answer. Thursday or Friday? Pause Morning or evening? Pause 6:30 or 7:00?” (Always offer two choices.)

“Now I want you to get more out of this than you put into it. May I make a few suggestions?…Great, you want to keep refreshments simple, just something like tea or coffee is fine. Also, I know you have a lot of friends, but you can only have six friends at your class so invite your six closes friends. You will want to invite a few extra just in case one can’t make it. If you happen to have more than six, that is okay, I’ll work them in. One other thing, some people do this as a hobby, but this is my full time career (or more than a hobby to me depending on if you have another JOB)), I will be there, rain or shine, you can count on me. Now if some emergency happens and family or myself is in the hospital, I will send someone better than me in my place. Can I ask the same of you, if something were to happen, could you have one of your guests to fill in as the hostess? Can I count on you? Great, I’ll see you on Thursday at 6:30!”

Big smile and handshake!!!

If she says she doesn’t have many friends ask her how many she has that she thinks would enjoy being pampered like she was that night. When she says two or three, suggest that she invite them and have them bring a guest also! Problem solved!!

A lot of these words are very vital – DO NOT change anything!!! Practice this until it just rolls right off the tongue!!
“Hi Susie. This is ___________________. Do you have a moment? I have something exciting to share with you! This week I am offering (_____________ valued at $40, a special product for hostess gift and credit) to my hostess’. It’s time to update your skin care and also get you ready for the (fall, holidays, new year, spring, summer). And when you share it with 5 of your friends, you will receive it FREE! Doesn’t that sound great? Which will work better for you? I have next Tues. or Wed. (wait for response) 6:30 or 7? Susie, I know you have a ton of friends! Let’s start with 5 or 8 of your most favorites. After you call and ask them, then I will call them, introduce myself and find out more about their skin care and glamour preference. I like to share a gift with my hostesses when they call me first with the names of the guests invited to the party. Most of the time when I call, I simply leave an upbeat message letting her know that I am looking forward to meeting her at your party, and then I remind her of the date and time. I will check back with you in a few days for your guest list. Will that give you enough time to invite them to the party?

**When Talking with Customers or Prospects….**

1. Always have an upbeat positive voice…
2. No Distractions….so you can focus on the call!
3. Put a smile in your voice…Take a mirror and watch yourself talk on the phone.
4. Keep it simple and to the point.
5. Focus on her needs not your own…
6. When face-to-face, plant your eyes in her right eye! This helps connect the two of you together.
7. **STAY TRUE TO THE GOLDEN RULE!** Treat others the way you want to be treated!

**Hostess Packet Suggestions**
Go to our Unitnet site at [www.unitnet.com/charness](http://www.unitnet.com/charness) to see specific suggestions. Look in the Training Center under Hostess Packet Notes

1. 2 or 3 Look Books
2. Sales Tickets (about 10)
3. Hostess Program Brochure from the Company
4. A piece of company team building literature
5. Your card
6. 2 or 3 Samples

Recruiting Packet Suggestions
Go to our Unitnet site at www.unitnet.com/charness to see specific suggestions. Look under Training Center and then Team Building Packets.
1. Mary Kay team building literature
2. A Look Book
3. An Agreement – order from the company on intouch
4. Your Card

Scheduling a Skin Care Class
(for New Consultants)

“Hi ________ This is _____________________… Do you have just a minute? I have just started my own business with Mary Kay and I am so excited. My director challenged me to contact 10 of my closest friends (or family) to assist me in my training and you were at the top of the list. Have you ever used the Mary Kay products? (If yes, find out if she currently has a consultant and if no then continue with booking script) I would love to get with you and 3 or 4 of your friends and get your opinion on our products. What works better for you? First of the Week or the end? Tues. or Thurs.? 6:30 or 7?

What I need you to do is write down the names and numbers of your top 10 friends. I will call you back in a day and get those and just double check on their confirmation and find out more about their skin. Is morning or afternoon a better time to get in touch with you? 9 or 10?

Scheduling Appointments
From the Skin Care Class

“Mary Kay says at every class there is someone who would be an excellent hostess. And tonight Susie, I have selected you. Is there any reason why you couldn’t invite 3 or 4 of your girlfriends to your glamour facial for 2 reasons…they can give their honest opinion of your new look and give me their opinion of the Skin Care…Which is better for you, first of the week or the end? Tues. or Thurs.? 6:30 or 7:00? I will be checking on you in a couple of days to see how you are doing with your new skin care line. We will firm up details then. I am really looking forward to having you as a hostess! Thank you for your business.
Scheduling Appointments
From a Referral

“Hello (her name), this is _________________________ with Mary Kay Cosmetics. Do you have a minute? Great! I am calling because a good customer of mine and a friend of yours, _________________________ told me that you do a great job with your makeup and that you always look so sharp. I asked her who she knew that might be interested in trying our fabulous skin care program and Microdermabrasion Set to get their opinion and of course, she suggested you. (Her name), have you ever attend a Mary Kay class? Is there any reason why we couldn’t get together so you can try the product and give me your opinion of Mary Kay?

Which is better for you the first of the week or the end? Fri. or Sat.? 9:30 or 10? I am looking forward to meeting you and treating you to the latest in skin care!

Booking a Warm Chatter

“Hi Mary, this is _________________________ with Mary Kay. It was such a pleasure meeting you yesterday at _________________________. I am really looking forward to getting together with you and before I completely book next week, I wanted to make sure I booked your appointment. Which would be better for you, the beginning or the end of the week? Great! Mary, we are always looking for women to give us their opinion about the #1 Skin Care and Color Product. Which of your friends would you like to invite and play in makeup with? Great! Give them a call and let them know about our appointment. Please tell them that I will be calling in a few days to get information from them about their skin. I’ll look forward to talking with you in a few days.”

Scheduling Appointments
People You Haven’t Contacted Lately

“Hi Susan, this is _________________________ with Mary Kay. Do you have just a minute? Great! I have challenged myself to a personal goal this week of scheduling five makeover workshops. When I began my list of people to call you were at the top of the list. You are always so sharp and so put together. It would be my pleasure to work with you. And bring 2 of your best girlfriends to join you. I’ll have a special gift for you for helping me meet this personal goal. When is better for you….first of the week or the end? Thurs. or Fri.? 6:30 or 7? I can’t wait to see you. I will call you in a couple of days to confirm you and your guests! Thank you so much for all that you do!”
Asking for Referrals

“Susie, the way I build my business is on referrals from great customers like you! Who do you know that you would love to share the gift of the Mary Kay products and complete makeover? I will give her a gift at her makeover from you as a “friendship” gift!

Script for Referral

“Mary, This is __________________________. I am a consultant with Mary Kay. Your friend, Susie, referred you to me as a friend who would enjoy a little pampering. She also has a gift for you just as a “Thanks for being my friend.” When would be a great time for us to get together? First of the week or end? Monday or Tuesday? 6:30 or 7?

Steps to Coaching an Appointment

After Booking the Date and Time….
1. Send her a THANK YOU note confirming the date and time.
2. Deliver Hostess Packet – and go over it together.
3. Call her two days later for the guest list. Review the Hostess Incentive (the gift she is working for)
4. Call her the day of the class…get directions to house.

END ALL PHONE CALLS WITH POSITIVE ENTHUSIASTIC EXPECTATIONS OF THE APPOINTMENT!

Pre-profiling Guests

“Hi Susie, this is __________________________ with Mary Kay. Do you have just a minute? Great! Donna said that you will be attending her party this Friday night and I wanted to ask you a couple of questions so that I have everything ready for you when you arrive. Have you ever used Mary Kay? Is your skin dry, normal or combination/oily? Susie, if you could change one thing about your skin what would that be? Do you wear color cosmetics? What are your favorite colors? We will be focusing on the skin care at this party. We can schedule again and really focus on your glamour. I am looking forward to meeting you. Oh and by the way, I do have an early bird drawing for those you get there by (State the starting time!) Thank you for your time.
**Opening of Your Class**

Let me reintroduce myself. I am ___________________________, Independent Beauty Consultant for Mary Kay. I am excited to introduce you to our outstanding product line. What I love about this product and this company is you get to try it before you buy and it is 100% guaranteed! You will find that Mary Kay is the best product on the market today and it delivers results!

I would like to thank my hostess__________________________ for having everyone over! I really appreciate you. (give her a thank you gift)

We have 2 objectives to meet tonight. #1 is to let you try the #1 Skin Care and #2 is to book your specialized glamour makeover!

**FOUR POINT RECRUITING AT YOUR CLASS**

1. Ask your hostess while you are setting up….“Susie, who do you have coming today that you think might be interested in doing what I do?”

2. Give your 1-minute “I” story. Share why you started your Mary Kay business and what it means to you.

3. Select at least one person at every appointment and offer her the Opportunity.

4. Offer the Hostess a special gift for any person she suggests…the last question is “Susie, How about you? I think you would be great?” Invite her to the meeting…and leave her a team building packet or PMS bag.

**Closing the Class**

“Everyone take out your clips and fluff your hair and let’s go around the table to see what we like best about each other…

Susie…. What do you think? Her eyes are stunning! How does your skin feel?  
Betty…WOW! You look great! Do you like that lipstick? At your follow-up Facial we can try some other colors. How does your skin feel? Do You like that foundation?  
(Go through each guest)
Always offer three sets: Currently I am using the set sheet that comes with the Beauty Book.

Option 1: I offer the travel roll-up bag free with the purchase of the Ultimate Miracle Set and her choice of foundation and foundation brush at the class only, and I offer one set on the back of the sheet for ½ off as her gift.

Option 2: If that is more than she came for, I offer the Miracle Set with her choice of foundation and foundation brush and when she purchases this set, she doesn’t get the travel roll-up bag but she can still choose a set on the back of the sheet at ½ price.

Option 3: When she spends $50 before tax, she can choose one single item at ½ price as her gift with purchase.

Conclude by saying this to everyone at the table: When we sit down and write your order…we also set up your follow-up facial and specialized glamour session. Any questions? Oh yes, I take Visa, MC, Disc, and Am Express….check….cash or the husband plan…a little of each.

Select the one who needs to leave first to go with you for the individual close.

**Individual Closing Questions**

1. Susie, did you have a great time?
2. Can you tell a difference in the feel of your skin?
3. Do you have any questions that I have not answered?
4. Of the 3 sets, which one would you prefer to take home tonight? Or you can simply say, What would you like to start with tonight?
5. Will that be with cash, check or card?
6. “Before we finish, I would like to get your second facial booked. Which is better for you the first of the week or the end? Monday or Tues.? 6:30 or 7?

I will be checking on you in a couple of days to see how you are doing and to answer your questions. Thank you so much for your business. I am really looking forward to servicing you.”

**Inviting Hostess to Meeting**

(Hostess Name) This was a great class! You are a great hostess! Thank you so much for being our hostess! This (day of the event) we have our Mary Kay Girls Night Out. My director loves to meet the hostess’ that have helped us in our business. I would love to introduce you to my Mary Kay girlfriends! I will pick you up at 6:00. We will have a great time.
(Send a note immediately and call and confirm her the night before)
**TURNING A REORDER INTO A PARTY**

Hi Susie. This is _________________________ with Mary Kay. Do you have a minute? It’s that time to check on you and see how you are doing with your products. Don’t you just love the Miracle Set? Has anyone noticed the difference in your skin? How are you doing on your cleanser? Foundation? Mary Kay just released the most incredible ______________ set ever! This month I am running a special for my hostess’ when you share your facial with 5 adults and have $300 in sales you can receive it free! Yes Free! You will not believe it! When is better for you…first of the week or the end? Monday or Tues? 6:30 or 7? I cannot wait to get your opinion either of the newest in lipsticks and lip-glosses. I will be calling in 2 days to get our guest list! Thank you so much!

**Setting Up Interview**

**Gold Medal Challenge**

“Hi, Julie, this is _________________________ with Mary Kay! I am so excited to call you, do you have just a quick minute? My Director has challenged me to earn a medal with our company this month so I’m truly committed to complete______ interviews by the end of the week. Now_________________. Mary Kay may or may not be for you, however I would love to explore the possibilities with you. I will have a little gift for you for taking time out of your busy schedule. Which is better for you, Tues or Thurs? 6:30 or 7?”

**Setting up the Interview**

**Calling back after a class**

“Susie, this is _________________________ from __________________’s class last night. Do you have just a minute? Great! You are going to think I am crazy, but I have not been able to get you off my mind since last night. Have you ever entertained the idea of a business like Mary Kay? I think you would be great! It might not be for you however I would love to explore the possibilities with you over a cup of coffee. What is better for you Tues or Thurs.? 4:30 or 5:00? This will just take 30 minutes. If it is not for you, maybe you have a friend that would be interested and I will enjoy spending some time with you when we meet. Know that whatever you decide is fine with me.
3 Important Questions to ask a New Team Member

New team member’s name, There are 3 things I ask of my recruits…
1. Let’s make a deal that if I call you, you will return my call within 24 hours, and if you call me I will definitely call you back.”
2. “The meetings are for training, motivation, inspiration and hands on learning. Are you willing to attend the meetings? (if she says no, then impress upon her that maybe Mary Kay is not for her at this time!)
3. “At any point I see that you are not ready to advance in your business, I have permission to find someone with whom to run. Do I have your permission on that?”

Follow up and Follow Through

After you have finished selling at a class, it is your responsibility to follow up. 2 days after the class, call your customers and check up on them.
“Hi Susie, this is ________________________ with Mary Kay. Do you have just a minute? Do you love your new skin care? Has anyone noticed? Do you have any questions?
Susie, we are scheduled to have your glamour makeover next Tues. You are welcome to invite 3 or 4 of your girlfriends to share in this and give us their opinion of your new look. Who would be your 3 most favorite friends? I will have a special gift for you and you know those Glamour Brushes? They are yours with $ 350 in sales. I can hardly wait to customize your color! Thank you so much. I will talk to you again in a couple of days.”

2 + 2 + 2 Follow-up for great customer service and team building excellence:

- Contact 2 days after the sale to see how her products are working for her and if you gave her a team building packet or information, see if she has any questions. It is always a good idea to invite your customers to our weekly meetings and when she does come, have a small gift for her wrapped up nicely.
- Contact her 2 weeks after the sale, preferably in a follow-up appointment to check the progress of her products.
- Contact her 2 months after the sale to see what she is running out of and what she will need soon. This follow-up is referred to as Customer Care Calls and you are simply calling her to check on her, see how she is doing with her products and ask her what she will need in the next few weeks so that you will have it on hand and ready for her.

Introducing Guest at Meeting

“It is my pleasure to introduce to you my Hostess, _________________________. Tell us a little bit about yourself…”

Let her tell us about her!
Become a Master Booker!

1- Booking is an attitude. If you think no one has time or wants to book, then you will talk to her in a way that conveys that like "I don't know if you would like to have a makeover for me?" But if you convince yourself that you are MASTER BOOKER, then booking will come across with an expectancy of a yes, "I would love to have you over so we can play makeup and pamper you." I truly believe that I can book anyone, anytime, anywhere when I want to hold an appointment... do you believe in yourself?

2- "Rejection" is a lie. They aren't rejecting YOU when they say "no" anymore than they are rejecting YOU if you offer her a piece of gum and she says no. Understand that when you call or walk up to someone, that you are interrupting her life at that moment and you have no idea what is happening...did she stub her toe, is her son in trouble at school, did she just find out she's pregnant or has cancer?

3- Put your business into perspective...it's just makeup! So she may be too busy right now or she may put the needs of her family before pampering herself...so expect some postponements! I mean really...I know we working to build our businesses and pay bills...but just prepare for the postponements by overbookings and you will pay that bill on time. Some will-some won't-so some other time!

4- Learn your SCRIPTS!! Mary Kay and others have given us a proven path to walk on. The power of scripts is that once you learn what you are going to say then you can personalize it and customize it. The difference between a Consultant and a Salesperson is listening! If you are busy trying to think about what you are going to say to get the desired results then aren't listening to her. Scripts like Turning a Facial into a Class, Tentative Booking, Overcoming Booking Objections... you can get these off my website and click on New Cons Info under Power Start. No one will know you are using a script but your new recruits... what great training for her!

5- She has everything to gain! Think about it... she gets a free makeover with no obligation to buy. You pay for samples and the baby sitter plus your time to pamper her and they always learn something new even if they go home and use what is in their drawer. When you realize that it's all about HER... then you book everyone. Think of your business card (and I like to add a sample) as a $20 bill...how many would you give out today. While on a cruise, they were charging $55 for makeover consultations!!! And the sheet was filled with names!! Be Bold! It's for HER not YOU!!

6- Hold the facial! When you book a party and no one comes or all the guests cancel...hold the facial with her!! Tell her in advance that this is your second appt
and even if no one shows up I am coming for YOU. And be sure to finish her
pampering with an interview!! When you are meeting someone for the first time,
book the facial then use the Turn a Facial into a Class--taught to us by Mary Kay
Ash! Classes are good--more bookings, more prospective recruits and more
future reorders but a facial can be powerful...one on one to customize her look
and to interview her on the spot.

7- Make a booking list! Don't leave it to your memory. Write down everyone
you know-start with female first..but don't forget that all men know women and
we do have men's products coming soon. This is a great way to meet new
friends. Mary Kay always said that a stranger is just a friend you haven't gotten to
know yet. Keep a separate spiral notebook just for booking names and taping in
cards.

8- A confused mind does nothing! When you book, use the 2 option scripts..."do
you want to get together during the day when the lighting is much better or do we
have to pick a night appt?" She says day. Then I offer her my "next available"..."I
have this Tuesday at 10 am or Wed at 1 pm...which works best for you?" Book
like a Doctor or Spa. Don't be available "whenever" because first you are saying
that you aren't good enough to be busy and second confusing her will just make
her something like, "I'm not sure so I'll get back with you next week." The 2
option scripts will help narrow done the best time in her busy schedule. AND do
you know when YOU can hold an appt? If you are confused about your own
schedule then you may not be asking.... highlight when you can hold appts then
work to fill them.

9- They aren't that busy! Let's be real...the amount of TV watching has not
decreased with our supposed busy schedules. You just haven't given her enough
information for her to add you to her schedule. Did you tell her that there is no
obligation to buy. It's a ton of fun and so pampering. You will learn so much
about YOU while trying MK, so you could probably duplicate your whole look
with what you have under your sink right now. That she will do the makeover
with your instructions and training. Did you ask her what she would like to learn
more about with makeup or does she have specific skin needs?

10- They don't book parties because they have had parties. Have you had a
Pamper Chef party or Candles or Jewelry parties? The PC one that I did was a
pain! I had to send out 40 invites, call all of them, only 3 showed but I bought
food for 20 and it was awkward since the show was for a lot of people. Then all
the products were delivered to me and I had deliver them to my friends--3 weeks
later. If she is unsure then be sure she is educated on what our parties are...."Just
to explain how simple a MK party is....all you need to do is call up 3-6 girlfiends
and invite them over. Get some cookies and a coke because they will be too busy
playing makeup. All you need to clean is a bathroom and the kitchen table or
dining room table. I'll do the rest! I'll bring it all with me and deliver on-the-spot. It's about 2-2.5 hours and if you need we can do it in one hour."

11- They listen to the WIIFM radio channel. What's In It For Me!! Every woman will fit anything into her busy schedule if she knows the personal benefits to HER! Parties=free products, fun with friends, she's the Queen. Makeovers=learning about herself, fun, pampering. If she says she is too busy then you may not have given her a big enough reason WHY to join you.

12- Get bookings from bookings! Learn the correct way to book. Don't give her all the glamour at her first so she will come back for more. Talk about her second appt through out the entire appt. Be sure the hostess knows her credit for bookings so she will help you get them before you leave. ASK... book everyone at a party for their follow-up facial then turn it into a party. Get referrals by using the back of her profile then offer a gift. If you always leave every appt with 2 bookings you will always be in business!!!

13- Don't book it if you don't coach it!! Coaching is about keeping her excited as your business partner. She will talk you up and invite the guests. She will presell if she knows what she gets for it. Preprofiling will allow the guests to meet you over the phone before attending so they are more comfortable even if you have to leave a message. Coaching helps you find the recruit prospect and plant seeds with the Hostess. Coaching WILL increase your sales!!!

Happy Booking!!! This is a great time when the weather gets nice and people are ready to visit with others. Proms, Mother's Day, Weddings, etc are coming up. Are you talking to your friends and family

Julie Potts
Sr Cadillac Director
Agent 007 on a Mission
for my Outrageous Jewels!
Hostess Programs - LMK

**Hostess Program** – keep it simple and strategic

1. Give the company hostess brochure inside a pretty folder with these extras
   a. an outside order form – these orders will add to her party total
   b. an agreement and a CD – tell her this the same folder you use when you talk to friends interested in the business and if the business is not for her, she may know someone who would be good at doing what you do and that you appreciate referrals; off her a free product if she refers someone to you who joins your team.
   c. Look books – used to help with those outside orders

2. Pick one hostess program and get excited about it and say “my hostess program for this month/this season is ________”. Tell your hostess she is your business partner for the party and that your goal is to help her feel she has a fun and successful party.

3. Consider hostess programs in three categories. Each consultant will establish her favorite; what works for one may not be the same as what works well for another consultant. I favor #1 or #2 and feel these two are safer approaches for new consultants and those with less experience or smaller “stores”. A seasoned consultant with a large store can afford the risk to elect #3, especially if the hostess is a high “I” personality type and will gather lots of outside orders and work with you for party success.
   a. **$75 for $35 or BASIC program** – The hostess pays $35 for $75 in product. This program keeps it simple for you and the busy hostess who does not want to be overwhelmed by gimmicks or extra paperwork. Some friends book a party mainly to HELP YOU and they love KISS – keep it simple sweetie!! This program is a safe way for **NEW consultants** and consultants with smaller stores (inventory) to build their business. The hostess experiences plenty of product and the $75 retail product will only cost you $37.50 wholesale. So, when she pays you $35 (plus tax on full retail price) your out of pocket expense is only $2.50. Help her fall in love with your service and products and this leads to reordering. Add one item at half price for each booking and award the item after each party holds.
   b. **STANDARD or CLASSIC program** – use the chart in the hostess brochure from the company - 10%, 15%, or 20% of sales based on 0, 1, or 2 bookings. Some seasoned (experienced) consultants may simply choose to give 20% believing the responsibility to secure two bookings lies with the consultant. This idea works well for seasoned consultants. Some hostesses may favor foregoing hostess credit in favor of you giving a percentage of sales as a cash donation to a charity of her choice or the Mary Kay Foundation.
   c. **SPECIAL HIGH EXCITEMENT or EXTRAVAGANT programs** requires you and your hostess to partner and be excited!! These programs are good for hostesses who are young at heart, energetic, have a high “I” personality and love to party and win. Stick firmly to the hostess program “criteria” or too much will be given away.
      a. $100 in products – this can be $25 for each of four achieved criteria you set like guest list, outside sales, number at party or total sales, and bookings for future parties
      b. $250 in products (Hostess Extravaganza) – ask your Director for an example of this and be absolutely strict to the program criteria before awarding your hostess the maximum of $250
      c. Compact filled based on day of month party is booked and held

4. **Follow-up within 24-48 hours after booking the party** to secure a guest list and let the hostess know you will be a “party planner” because you will contact all the guests to “pre-profile” them. Bring the hostess a small bag of samples or a PCP gift for preparing the list and giving it to you within 24-48 hours. An option to the small bag of samples would be to bring your hostess a party basket with a brownie mix, and ice tea mix or such that she will use at her party.

5. Aim for a guest list with 3x the number you want present.
Master Coaching:

1. Find out what she is working for: Make out a sales ticket with everything she wants and add it up and proceed to step #2

2. Show her how your hostess program works and what she will have to do to get everything she wants for free (be sure to use the same hostess program with every hostess to avoid confusion).

3. Give her two Look books and have her take outside orders from those who can't come; tell her the sales tax amount to add on; why not encourage her to take orders from her Facebook Friends by sending them to your website. Encourage her to shoot for AT LEAST $100 in outside sales.

4. Get her guest list while you are talking to her. Her contacts are in her cell phone or on the back of her profile card. Get 10 - 12 names; do NOT say I'll call you tomorrow for your guest list. DO IT NOW!

5. Tell her what to say when she invites her guests. (Not to say "you don't have to come or buy anything") Say "I'm having a Girls night Out and want you to come!! We are going to play in make up and you will love, love, love the products because they will make you look and feel gorgeous!! It will be at 7:00 on Thursday at my house and don't be late because we are doing an on time drawing. I can only seat a few around my table so can I count you in?

6. Have her tell her guests that you will be doing an on-time drawing so don't be late. (Give a Raffle ticket for being on time)

7. Tell her to keep refreshments simple and to hold them until the end. (Tonya even gives them the brownie mix!)

8. Get Directions to her house (now she really knows you are coming!)

9. At the end, lower your voice and say, "Just one more thing, this is my career and not a hobby. You can count on me to be there rain or shine and if I were to fall and break my leg I will send
someone else to take my place. (Mary Kay's exact words I learned years ago and they still work!) If you were to call and cancel the day of or the day before it would not give me enough time to book someone in your place. It would be like your boss telling you not to come to work next week. (Or if she is a stay at home mom, talk about how you have to pay to get a sitter.) So can I count on you to be just as dependable?

10. After she answers affirmatively, then say may I make a suggestion? When she says sure, then say, Let me suggest you call or text everyone in the next 24 hours and see who can come. If absolutely no one can come, we can reschedule immediately. Then also encourage each person to bring a friend. Then 1 - 2 days before our party, call everyone AGAIN just to remind them and get a final count. Remember, if only three can come and they each bring a friend you now have six!! Working together, we can get you everything you want!!!

11. If the party is scheduled more than a week away be sure to send a thank you note in advance reminding her of the date and time and to over-invite and to take outside orders.

Remember, a class worth taking the time to book, is a class worth taking the time to coach. Good luck as you go for the 8 PERFECT CLASSES this month (every category checked on the full circle check list)!! Can't wait to see who does it!
Opening the Class

Four Things to have at your Table as you begin your party. Having these things in front of you will remind you to cover them at your party.

1. **Hostess gift** – to book future parties
2. **Dream book** – your goals for your “I story”
3. **Ponder Pink Survey or Mineral Powder** – soft marketing – so a gift drawing from among all completed forms
4. **Your datebook** - for booking second appointments

Begin the class: Thank guests for being present-praise them. Applaud the hostess for gathering her girlfriends together and romance the hostess gift as you present it to her (this is optional and typically additional to the hostess credit). Indicate to the guests “I love my hostesses. Hostesses are so important to small business owners like myself.” Briefly share I story to build credibility. Then share a Mary Kay story about the company (vision of Mary Kay Ash, support for small business owners, a company with a heart, the Mary Kay Foundation). Share the company mission statement “to enrich women’s lives”. Play a GAME – love this to be a way to share more about the array of MK products. Next, using a happy cheerful tone say “As we move to skin care and glamour tips, I'd like you to know that at very party I am looking for 3 things” so that you can consider where you or someone you know might fit:

1. **[Customers]** “I am looking for women who fall in love with Mary Kay products and my service. For those who elect to say ‘Loretta Knutson is my Mary Kay consultant’, I am honored and will work to deserve that position. I pamper my customers with the Preferred Customer Program so be sure to enter your contact information on the Customer Profile card and my clients receive an invitation to Customer Appreciation Events held 1-4x yearly. As you will see I love my customers and enjoy working with each, partnering for great skin and great looks”.

2. **[Hostesses]** “The second thing I am looking for is women who like to have fun and party with a purpose. In Mary Kay you can earn prizes and products just for inviting me into your home and sharing me with your girlfriends. Together we can achieve a purpose of enriching women’s lives and enjoying beauty”.

3. **[Team Members]** “The third thing I am looking for is women who would like to change their lives. You may be happy in most facets of your life, but simply want a new challenge, or more income, girlfriends, or flexibility. So, if as you watch me today you feel you or someone you know could be good at what I do, I would welcome having you share that with me at your individual closing today”.
   a. If you have not done your “I story” this would be a good time to share how you came into Mary Kay or anything fun, surprising, or unique about you and your journey in Mary Kay. Example: “You know, I got started in Mary Kay just to help my consultant finish directorship. I had no idea, the way it would change my life and that 6 years after becoming a consultant, I would resign my position as a full professor in physical therapy to become a director in Mary Kay Cosmetics. I love teaching skin care and glamour for Mary Kay. In this career, I have flexibility, a ton of friends, get to speak my faith openly, share great products, and enjoy prizes and rewards beyond compare”.
Cindy’s I-Story

When preparing to tell your I-Story at a Skin Care Class, you might consider using the following dialogue as a lead in:
Mary Kay’s mission is to enrich women’s lives, and I was drawn to this opportunity because I liked the people and I wanted to make some extra money.

I-Story
I was teaching English and History at the Middle School. My boys were in Jr. High and even though we were very busy, I wanted something more in my life. We had just moved into our new house and I wanted to make some extra money. I wanted to do something that was productive and profitable. I liked the priorities of God, family, and career, and I liked the flexibility to make my own schedule. I also liked the idea of being able to get my own products at cost. I found that the marketing plan was solid and that I could build a solid profitable business part-time.

My life has changed in many ways since I began my Mary Kay career. I am no longer a teacher. I enjoy my role as an Independent Sales Director working with amazing women. I truly enjoy making my own schedule and being able to schedule my business around my life, rather than my life around my work. The personal growth and self-improvement have meant the most to me. The new rings, cars, amazing prizes and cash have been icing on the cake, but because I have taken advantage of the great training and mentors, my self-esteem is so much better! I feel alive and excited to be in this business. I have purpose and direction and with God’s help, I am making a difference in the lives of others. I have peace of mind and focus for the future.

After you have told your I-Story, you might conclude with the following words:
You know, Mary Kay always said there is someone in every class would make a great Mary Kay Independent Beauty Consultant. As you watch what I do today, consider if it might be something you would like to try. If so, let me know so that I can answer any questions that you might have.
“Behind every success story in Mary Kay, you will find a simple explanation of great faith. I believe that every person has a capacity for greatness, that God planted the seeds there, and it is up to us to make them blossom forth with patience, guidance and belief. It is up to us to discover the multiple talents that we possess and bring them into fruition.”

Mary Kay Ash

Building your I-Story

- Purpose of I-Story
- Essentials of an I-Story
- Using your I-Story

Purpose

The purpose of your I-Story answers these questions:
1. Why did I begin my Mary Kay business?
2. What does my Mary Kay business mean to me?

Your I-Story should be brief, heartfelt and enthusiastic.

Essentials

An I-Story may consist of the following essential pieces:
- Tell what you did before you started your Mary Kay business
- Explain why you decided to become an Independent Beauty Consultant
- Describe how your life had changed since you became an Independent Beauty Consultant
- Mention what you like best about your Mary Kay business
- Appeal to all personality types (see the DISC training for details)

Using your I-Story

- As part of the 4-point recruiting plan at your skin care classes/parties – Keep it to 1 – 3 minutes
- At team building appointments – You may want to share more details as needed during team building appointments
- Selling on the go – keep it brief
- Anytime someone wants to know why you are happy all the time! 😊

Plant the DREAM

Just Remember

Let your story, and your excitement help plant the dream in others.
Lesson Plan - How to Build Your I-Story – Questions to Consider

Sharing your I-Story is a powerful way to tell others about the Mary Kay opportunity. It should be heartfelt, enthusiastic and brief. Here’s an easy way for you to develop your own I-Story. You may want to use a separate sheet of paper to answer the following questions.

1. What did you do before you started your Mary Kay business? Were you a student, stay at home mom, where did you work?

2. Why did you decide to become and Independent Beauty Consultant? Make new friends, gain self-confidence, run my own business, earn extra income, flexibility, personal growth, develop new skills, opportunity for advancement with no glass ceilings, excellent earning potential, write my own paycheck, teach and help others, working with people, earn extra in Mary Kay while keeping my day job, working with a company that wants me to succeed, liked the principles of God first, family second, career third, job security even in low economic times, ability to earn the use of a career car, tax deductions, prizes, trips, recognition, be my own boss, positive atmosphere and sisterhood, come home to raise my children, etc.

3. How did you feel when you started your business? Excited, nervous, confident, happy, filled with hope, optimistic, scared

4. How your life has changed since you started your Mary Kay career. Have you become stronger, more successful, and happier? In what ways have you grown; what successes/goals have you achieved?

5. What do you like best about your Mary Kay business? What makes you happy about being an Independent Beauty Consultant?

It’s that easy. And with patience, you can tell your I-Story anywhere and anytime, including team-building appointments, skin care classes and other selling appointments. Remember, you’re sharing the Mary Kay dream that came true for you, and that’s an exciting story to tell!
Words that may help you and your guests:

“So let’s get started with a little fun as we begin sampling our MIRACLE SKIN CARE SYSTEM? This appt is one of two because great looks begins with great skin. At your second appointment I’ll focus on advanced glamour specific for you. To help remind me to speak about your ‘Girlfriend appointment or 2nd facial’, each time I say these words we will pass this fantastic compact to the person who has heard me say those important words, “Girlfriend appointment”. The last person with the compact keeps it.”
Follow-Up Facial Game

Have a bag of Mary Kay Goodies in the middle of the table. When the guest hears you say, “Follow-up facial” she grabs the bag. Every time you say the phrase “follow-up facial” the first guest to hear this is to grab the bag from whoever has it. The last lady with the bag at the end of the party/class wins the bag of goodies. Others use chocolate and whoever raises her hand first when you say “Follow-up facial” gets a chocolate kiss and whoever has the most chocolate kisses, or wrappers, at the end of the party gets the gift or a 10% discount on her order. Want more bookings, start sharing the importance of it from the beginning to the end of your class. See the scripts below from Jennifer Beisel for ideas of how to work it into your next party/class!

Ways to say… “FOLLOW-UP FACIAL” by Jennifer Beisel

This is your 1st of many free facials you will receive from me now that I am your very own Consultant! We will get together for a “FOLLOW-UP FACIAL” whether you want to have some girl time or if you have an event you want to look extra special for!

Isn’t this __________ (hostess gift) just adorable? You will receive one of your very own just for getting some friends together at your “FOLLOW-UP FACIAL.”

I am so excited for this evening – all of you are “women of your word” – so because of this, your friend __________(hostess) will be getting some FREE product from me! I will share with you later how you can earn some FREE product at your “FOLLOW-UP FACIAL.” Isn’t that exciting?

Tonight, our Hostess __________ will be getting a customized glamour look that she is really excited to try… So at your “FOLLOW-UP FACIAL,” not only will you be getting your FREE product – but you will be the one who gets pampered and the customized glamour look that fits your perfectly!

We have 2 formulas of our Best Selling Skin Care. If tonight you realize that you have combination skin instead of normal skin, for example – we will try the other formula at your “FOLLOW-UP FACIAL.”

We have a Microdermabrasion Set – that is truly AMAZING. For the sake of time, we won’t be trying that tonight – but we will most definitely let you experience this incredible product at your “FOLLOW-UP FACIAL.”

Who LOVES Spa products? At your “FOLLOW-UP FACIAL” I would love to have you sample our beautiful, fresh and moisturizing products from our Spa Line.

Unfortunately, I will not be able to show you ALL of our incredible products tonight – but Mary Kay was created with the “try before you buy” philosophy – so at your “FOLLOW-UP FACIAL” you can try all of the products that are suited for you and your skin type!

We have a great selection of foundations to match EVERY skin tone. If for any reason when you get home or are out in the natural light and your foundation isn’t quite right, I will be happy to exchange it for the right shade for you at your “FOLLOW-UP FACIAL.”

I hope you love all of the makeup colors you try tonight – but if they just aren’t for you we can spend some more time on them at your “FOLLOW-UP FACIAL.”

We have 4 different types of mascara – if the Ultimate Mascara that we are going to use tonight isn’t right for you – we can try the others at your “FOLLOW-UP FACIAL.”

Who loves LIPSTICK? Well, to be honest, I used to HATE lipstick until Mary Kay… because I never found a color that suited my skin tone! We have a beautiful selection of lipsticks – and now I don’t have 1
lipstick I love, I have 10 because I got to try them ALL... At your “FOLLOW-UP FACIAL” we can experiment and find which colors are the best for you!

Besides all of our amazing products for women, we also have a selection of products and colognes especially for our men. If you are interested in these – I will bring them along with me when we get together for your “FOLLOW-UP FACIAL.”

All of our products make such great gifts! At your “FOLLOW-UP FACIAL” I can bring some examples of our gift sets!
I am so excited about our new ___________! At your “FOLLOW-UP FACIAL” I can show you the benefits of or shades of… etc this new product.

We have several different eyeliners – all of which are really stunning! At your “FOLLOW-UP FACIAL” we can try the one that looks the best on you for your eye color.

Blush can either make or break your look! Not only is it important to apply it correctly – but you must also use a shade that is complimentary to your skin. If the color tonight isn’t working for you, we can correct that at your “FOLLOW-UP FACIAL.”

Eye shadows are my FAVORITE glamour item! They really can change up your look! At your “FOLLOW-UP FACIAL” we will try not only a good “every day look” – but I can show you how to turn it into a stunning evening look!

There are so many types of classes – from Spa to Holiday specials! Your “FOLLOW-UP FACIAL” can be any kind or whatever you would like to learn more about!

I have seen first hand what this company can do – I am so excited to share the information with anyone who is interested in hearing more about it. After the class and of course at your “FOLLOW-UP FACIAL” I will be happy to go over any questions you may have about this amazing opportunity.

This gorgeous Brush Set that ___________ (hostess) is using tonight is something you could earn for FREE at your “FOLLOW-UP FACIAL.”

Mary Kay not only is the #1 Best Selling Skin Care and Color Cosmetics – but we also have a large selection of very popular perfumes. At your “FOLLOW-UP FACIAL” you can try any of them you wish.

A lot of people are interested in masks. We actually have several masks suitable for your skin type. If you would like, you can try one at your “FOLLOW-UP FACIAL.”

Besides our TimeWise Miracle Set, we actually have other skin care regimes – our Botanicals Skin Care line for the young and for our Sensitive Skin Customers and Velocity, which is for teens. At your “FOLLOW-UP FACIAL” we can discuss these further if you have any questions.

We have some of the best Oil Control and Acne Treatment products on the market. Our Oil Mattifier, Acne Treatment Gel and Beauty Blotters are big sellers. At your “FOLLOW-UP FACIAL” you can try them first hand to see the immediate results they produce.

At your “FOLLOW-UP FACIAL” you can either have a 1 on 1 appointment with me or you can invite some friends and earn some FREE gifts or FREE product.

Mary Kay allows me to give you 2 facials. Today is your initial facial and we will do basic skin care and basic color and then at your “FOLLOW-UP FACIAL” we will try more skin supplements & advanced glamour.
Customer Profile – for electronic use

Please return to: Loretta M. Knutson, Mary Kay Cosmetics
Loretta@marykay.com or ptfutures@att.com
Shop with Me 24/7 @ www.marykay.com/Loretta

phone 417/866-8588
cell phone 417/234-0330

1. Which statement sounds like your skin care personality?
   a) “Age gracefully? No way. I’ll fight it with the best anti-aging products.”
   b) “I love trying the latest. I’m always exploring the newest products in skin care.”
   c) “For me, less is best. I want fewer products that take a minimal amount of time.”
   d) “I want a step-by-step program that meets the essentials for healthy skin.”
   e) “I have (dry/oily/blemish-prone) skin. I want products for my special needs.”

2. What would you like to change about your skin?

3. My current skin care program consists of:
   - Cleanser
   - Mask
   - Freshener
   - Moisturizer
   - Foundation
   - I use it all
   - Soap and water
   - What’s a skin care program?

4. Check the one statement that best describes your skin type.
   - “Dry, dry dry – cheeks, forehead – all dry. I’ll take all the moisture I can get.”
   - “I guess I’m lucky. My skin is normal, never too dry or oily. “
   - “It’s pretty normal. Except for my forehead and nose. They frequently get oily.”
   - “My skin is so oily that by 9 a.m., I need a powder touch-up to kill the shine.”

5. My skin tone is:
   - Fair (ivory)
   - Medium (beige)
   - Dark (bronze)

6. I would like products that:
   - Remove eye makeup gently
   - Reduce eye puffiness
   - Minimize fine lines and circles in eye area
   - Prevent eye shadow from creasing
   - Keep lipstick from fading as it reduces fine lines around the mouth
   - Improve skin firmness
   - Even skin tone and minimize fine facial lines
   - Smooth dry, chapped lips
Help clear and prevent blemishes
Provide extra moisture for my face
Help meet my nutritional needs for good health

7. If money were no object, which products would I be interested in?
   - Mary Kay Skin Care System
   - Daily Benefits Dietary Supplements
   - Color
   - Nail Care
   - Body Care
   - Sun Care
   - Fragrance
   - Men’s Products

8. I am interested in learning more about:
   - Techniques for applying eye, cheek and lip colors
   - Coordinating makeup and wardrobe colors
   - Fragrance and fragranced body care
   - Improving firmness, texture, elasticity of body skin
   - Achieving a salon-type manicure
   - Concealing skin imperfections
   - Gifts for men
   - The Mary Kay business opportunity

9. I like
   - Bright, cool colors
   - Warm colors
   - Neutral and natural tones

10. My favorite clothing colors are: ____________________________

11. My eye color is: ____________________________

**Enjoy my Beauty of Friendship Program** – refer 3 to 5 friends and each will receive a gift at her appointment in your honor. If you choose 5, you’ll also enjoy a travel size gift from me.

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Thanks for taking time to fill this out! I look forward to working with you on skin care and color cosmetics.
Loretta (Lori)
BEAUTY OF FRIENDSHIP SCRIPT

After they apply their foundation: I explain the “Beauty of Friendship” and this is what I say:

“I do a program called the Beauty of Friendship with Mary Kay. I would like you to write a note to 2 women who you think would enjoy a facial like you’re having right now. But when you do 5 today, you will receive a gift! Put her name here, phone # and your name. Inside you can write a note like, “Enjoy your facial” or “You deserve to be pampered”.

Continue explaining: “What I do with the note is call your friend and tell them that I have a gift for them on behalf of you. They will receive a facial, your note and a gift. There is no charge for this program.”

When I call the friendship card name:
“Hi ______, this is __________ with Mary Kay. Did __________ tell you she gave me your name?” They usually say no. “Well, on behalf of __________ I have a gift for you. And the 1st part of the gift is a free facial and the 2nd part is a note ________ wrote to you with a gift. The reason I am calling is to see when we can get together.

They are usually surprised and 8 out of 10 times will book with you. Just ASSUME THE FACIAL. YOU CAN TURN THIS INTO A CLASS BY SAYING:

“If you’d like to invite a couple of friends to share your facial, they will also receive a free makeover, you are the only one that will be receiving the special gift. It is actually a lot of fun to share this and you can even earn free product when you have 2-5 women plus yourself. I only have ________ and ________ available, which is better for you?”

I do leave a message if they don’t answer. “Hi ____________, this is Donna Sullivan with MK and ____________ gave me your name. On behalf of her I have a gift for you! Please give me a call when you can and I will give you the details at 503-329-5702. Thank you!
1. Tell me about your current job?

What do you like most about it?

What do you like least?

Are you paid what you are worth? Yes No

Is your current job what you want to do for the rest of your life? Yes No

If you could make the same money amount of money you are making now & work half the hours would like to know how? Yes No

Would a flexible schedule (i.e. you decide when you want to work & when you don't) be appealing to you? Yes No

I have thought about owning my own business before? Yes No

2. Mark the group of words that best describes You.

Results-Oriented Quick decisions Direct

People-oriented Loves to talk Enthusiastic

Family-Oriented Slow to change Dependable

Detail Oriented Perfectionist Critical/Analytical

3. Which of the following do you think would be the biggest benefit of having a Mary Kay business? Check all that apply.

- Extra Money
- Tax advantages
- Free Car
- Prizes & Recognition

If you choose A or B you may be eligible to be entered into a $1000 Cash Drawing!

A. Absolutely -I am very interested in knowing more about MK, it just might be for me. What is the next step?

B. I love people & make new friends. I would like to know the facts before making a decision. Let’s have coffee, I have some questions.

C. Call me & invite me to your next career night or networking event. I love to meet people & make new friends.

D. Definitely not - can never see myself doing anything like Mary Kay I would like to keep paying full price & be your customer.

4. Where are you? Circle one:

- Absolutely
- Definitely not
- Definitely maybe

If you choose A or B you may be eligible to be entered into a $1000 Cash Drawing!

- Definitely not
- Definitely maybe
- Absolutely
In a job situation, I like to: Have a boss ☐ Be a boss ☐

What do you like about your job? ☐

What would you change about your job? ☐

M = Money! Do you have unlimited income potential?

I = Independent! Are you your own boss, setting your own hours — with total flexibility?

N = No sales quotas; No territories! Would you like to work at your own pace?

E = Education! Would free, ongoing education and training be important to you?

R = Recognition! Do you receive recognition for a job well done?

A = Automobile! (Career Car Program) Does your company award you a CAR to drive FREE ... and pay most of your insurance?

L = Love what you do! Are you excited to go to work every day?

S = Self esteem & self confidence! Do you work for a company who “praises people to success”?

You can start your own independent Mary Kay business for just $100 + tax & shipping. Your Starter Kit contains everything you need to get started, plus over $300 in retail products! So, why not give it a whirl? Who knows...you might be surprised at what’s hidden in you and in your Starter Kit!

When you start your business with Mary Kay, which would you choose?

☐ Spare time: 3-5 hours per week
☐ Part time: 5-10 hours per week
☐ Full time: 10-15 hours per week

Please circle which best describes your interest:

A - Absolutely! This sounds fun and I’d like to try it!

B - Buy me coffee, I’d like more details. (No obligation) Choose any item at 1/2 price for allowing me to show more info!

C - Check back another time, right now I’d like to remain a happy customer — paying full price.

   • However, I think my friend needs to hear about this!

Name _______________________________ Phone _______________________________

Thank you for helping me reach my goal by completing this survey!
Listen for a Lip Gloss Hotline

Message recorded by Cadillac Sales Director Cindy Harness. Enjoy.

Call 1-641-715-3800 the use the access code 40519, listen to the 34-minute call and give me your opinion! Then call or e-mail me with the password and your lip-gloss shade or choice or you may choose a $13 gift certificate!

Name _________________________________ Date ______________________

Home # ___________________________ Cell # __________________________

Current Occupation ____________________ Best time to call _______________

Your Consultant’s Name _____________________________________________

Qualities of successful Independent Beauty Consultants: circle the qualities that relate to you.
1. They are busy women
2. They don’t always know a lot of people
3. They aren’t the “sales type”
4. They are women who want more
5. They are family oriented
6. They are decision makers

Some of the reasons why women join Mary Kay: circle all that relate to you:
1. Money
2. Tax Benefits
3. Job Security
4. Career Car
5. Advancement at your own pace
6. Prizes and recognition
7. Flexibility for faith, family, and career in that order
8. Personal Growth
9. Fun, Friends and Family
10. The ability to Dream again!

Learn about the three most common questions that women ask:
1. How much does it cost to get a Mary Kay business started?
2. How much time will it take?
3. How am I going to know what to do?

What questions do you have? What concerns do you have? Use the back of this sheet if you want more room to write.

On a scale of 1 – 5, how interested are you in discussing the facts about Mary Kay and how this opportunity might meet your personal needs? __________

Thank you for listening and sharing your opinion!
Closing the Class

Group Closing

1. Did you have fun?
2. Compliment time – go around the room one guest at a time and ask others to say one thing they like best about her look; or ask each guest to say one thing she liked best about her skin care or color
3. At this point there are 3 things women like to know. I assume you would like to know those 3 things also?
   a. How does it come? [answer – direct from me]
   b. When can we get it? [answer – now or days]
   c. How much does it cost? [answer – is it okay if I go over that with you?
   We’ve been featuring the Roll-up Bag Collection. Would you like to get the bag free? Raise your hand. Well with any [$200-$400 you decide] collections the bag can be yours for free. “Woooo”

I accept cash, check or CC or creative financing.
Speak in terms of 199 instead of one hundred ninety nine

Individual Closing

1. What did you like most – or did you like everything you did today?
2. What would you like to take home?
3. Ask if she would like to earn the rest of the products she did not purchase today or additional products by sharing her f-u / 2nd appt with a few girlfriends.
4. Ask if she would be willing to listen to a CD and meet with you for 20 minutes at a work break or over coffee to get her opinion on MK as a business – just for doing so she can choose a lipstick FREE or pick any item she wants at half price.
Clipboard Close and What to Put on those Clipboards

Beauty book
Profile card
I group these together and when setting my table, I take them off the clipboard and place them by the mirrors with a pen

Still on the clipboard to be used in the table close:
Set sheet that came out of the Beauty Book
Sales ticket
Minerals Marketing Sheet
Listen for a Lip Gloss Hotline Sheet – Marketing Hotline Summary

Transition to the Table Close:
Say something like this… There are three questions that guests want to know:

1) How much does it cost? (At my parties you do get special offers and I will go over those in a few minutes.)
2) Do I get it tonight? (Yes if you have inventory and no, but I am ordering by tomorrow so you will have it as soon as I can get it, if you don’t have inventory.)
3) Do I have a payment plan? (I accept Visa, MC, and Discover, cash and checks or a combination of them. And, I also have my own personal payment plan of ½ now and ½ later so feel free to ask me about that when you have your individual consultation.) Note that the payment plan if a good idea when you have full inventory and when you know that you can trust that customer.

Then I pass out the clipboards and ask them to take the set sheet off. Looking at the front of the set sheet that has the picture of the travel roll up bag on it... I offer three sets in my close & with Set 1 really romance the Travel Roll-Up Bag - show it, hug it, and share the benefits of it!! :)  

**Set 1** - When they purchase the Ultimate Miracle Set or $200 worth of products of their choice they can have the roll up bag for FREE and any set on the other side for 1/2 price

**Set 2** - When they purchase the Miracle Set with their choice of foundation or $100 worth of products of their choice they can have any set at 1/2 price but not the travel roll up bag...(If she really wants the bag, you could encourage her to book a party to earn it!)

**Set 3** - When she purchases $50 of her choice before sales tax, she can then choose one single item at 1/2 price.

Then I tell them that they each have a sales ticket that they can start filling out and would they please completely fill out the MINERALS sheet for me, especially the ABC at the bottom of the page. Take a few minutes here and go over the MINERALS sheet with them and make sure that they check A, B or C at the bottom of the page. Mary Kay said that at every party there is at least one customer who would make an excellent consultant. Sometimes I like to ask who they think would be the best in their group and why they think that she would be good.

Then I ask who needs to leave first, and take the first volunteer to another location to do the individual close. Ask her bring her clipboard with her to the close. If you have not already taken up the profile cards, have her bring that too. (When you are setting up for your parties, make sure that you have your 'closing place' planned out and have everything ready to close each guest.)

Start the individual close with lead in questions like:

  * How does your skin feel?
  * Did you have a good time tonight? Smile and nod and she will smile and nod back to you... :) 
  * Do you have any questions for me?
  * What would you like to start with tonight?
Close the sale and then let her know that you want to get back with her in a few weeks to check on her progress with the products, and ask if there is any reason why she wouldn't want to have a few friends over and have her own party? Because you played the name game with the profile card, she already has her guest list!! Then set the date for the party...even if it is only a tentative date... you can pencil it in your date book and then follow up to confirm.

Give her a hostess packet on the spot so that you don't have to do that later.

Ask her if she has any questions about the business opportunity and encourage her to listen to the Listen for a Lip-Gloss Hotline and when she does, you will give her a lip-gloss of her choice or a $13 gift certificate for learning more.

Share the marketing information with at least two people from each party. Usually this is your hostess and at least one other person that you think would be good at doing what you do. I use company brochures in the Team Building Packets ~ go to our unitnet.com site and then training center and then Team Building Packets for details on how to put your team building packets together. Let her know that you will be calling her in a few days to follow up and see how her products are working and that you will ask her at that time if she has any questions about the Mary Kay opportunity.

When finished, have her send the next customer to you and repeat the process...

What do you do with those MINERAL Sheets? After the party, look over them and whoever circled A or B, call them and take it to the next level immediately with enthusiasm.

If it is late, you might want to call the next day... and simply start your conversation with, “I noticed that you circled ____ on your MINERALS sheet.”

Never give up, because you never know if the next try is going to be the one that works. Many times you will be surrounded by adversity, but no matter what, don’t give up. Success is just around the corner for the person who refuses to quit. I remember how much courage it takes to ask that tenth person to become a Consultant or to book a class when the first nine said no. If that tenth person says yes, you can’t wait to make that next call to talk to somebody else! That’s how success inspires you.”

Mary Kay

Special thanks to Sales Director Mindy Mitchell for teaching our unit about the clipboard close: Mindy shared that she wanted to make sure that she was sharing the opportunity with everyone at her parties but was too shy, so she simply asks them to fill out the MINERALS sheet and then calls the ones that circle A or B to follow up with them since she knows that they want more information! I have been using this method and it is working for me too!

2 + 2 + 2 Follow-up for great customer service and team building excellence:

- Contact 2 days after the sale to see how her products are working for her and if you gave her a team building packet or information, see if she has any questions. It is always a good idea to invite your customers to our weekly meetings and when she does come, have a small gift for her wrapped up nicely.
- Contact her 2 weeks after the sale, preferably in a follow-up appointment to check the progress of her products.
- Contact her 2 months after the sale to see what she is running out of and what she will need soon. This follow-up is referred to as Customer Care Calls and you are simply calling her to check on her, see how she is doing with her products and ask her what she will need in the next few weeks so that you will have it on hand and ready for her.
Basics in the Bag for Mary Kay Skin Care
Ultimate Miracle Set

Pocket 1
TimeWise 3 in 1 Cleanser $18
TimeWise Age-Fighting Moisturizer $22
TimeWise Liquid Foundation $20
Foundation Brush $10

Pocket 2
TimeWise Day Solution with SPF 25
TimeWise Night Solution
(Purchased with Pocket 1 is $50/purchased separately is $60)

Pocket 3
TimeWise Microdermabrasion $55 or
TimeWise Even Complexion Set $55 with
TimeWise Even Complexion Essence &
TimeWise Even Complexion Mask

Pocket 4
TimeWise Firming Eye Cream $30

- When you spend $50 you may choose any single item at ½ price
- When you spend $100 you may choose any two items at ½ price
- When you spend $200 or more you may choose a set of products at ½ price, for example the Replenishing Plus C Serum $55 for $27.50 and the Travel Roll-Up bag as your gift from me. (The only set exception is the Miracle Set)

Visa, MasterCard, Discover, American Express, Check, Cash or Combination accepted
Basics in the Bag for Velocity Girls

Recommendations

**Skin Care Essentials**
- Velocity Cleanser $10
- Velocity Moisturizer $12
- Acne Treatment Gel $7
- Oil Free Eye Makeup Remover $14

**Glamour Essentials**
- Filled Compact $65.50
- Cream Eye Color $13.00
- Cream Eye Color Brush $10
- Mineral Powder $18
- Mineral Powder Brush $10
- Concealer $10
- Eye liner $10
- Bronzer $12
- Compact Powder Brush $4
- Ultimate Mascara $15

- When you spend $50 you may choose any single item at ½ price
- When you spend $100 you may choose any two items at ½ price
- When you spend $200 you may choose a set of products at ½ price, for example the Microdermabrasion Set $55 for only $27.50 and you also get the Quilted Cosmetic Trio Bags as your gift from me. (The only set exception is the Miracle Set)

*Visa, MasterCard, Discover, American Express, Check, Cash or Combination accepted*
Basics in the Bag for Botanicals
Recommendations

Skin Care Essentials
- Botanicals Cleanse $14
- Botanicals Hydrate $16
- Botanicals Freshen $14
- Botanicals Mask $14
- Oil Free Eye Makeup Remover $14

Glamour Essentials
- Filled Compact $65.50
- Cream Eye Color $13.00
- Cream Eye Color Brush $10
- Mineral Powder $18
- Mineral Powder Brush $10
- Concealer $10
- Eye liner $10
- Bronzer $12
- Compact Powder Brush $4
- Ultimate Mascara $15

- When you spend $50 you may choose any single item at ½ price
- When you spend $100 you may choose any two items at ½ price
- When you spend $200 you may choose a set of products at ½ price, for example the Microdermabrasion Set $55 for only $27.50 and you also get the Quilted Cosmetic Trio Bags as your gift from me. (The only set exception is the Miracle Set)

Visa, MasterCard, Discover, American Express, Check, Cash or Combination accepted
Interview Questions

For team building and for selling our Mary Kay products:

Words

• Asking, not telling...

Mary Kay said, God gave us two ears and only one mouth, so we should listen twice as much as we speak. When you listen, the benefit is twofold: You receive necessary information and you make the other person feel important.

Write down questions that you can use to support selling or team-building, using the skill of listening.

Following are some examples of questions which require astute listening:

Team-Building:

Why don't you tell me about yourself?

What do you like most about what you do?

If you could change one thing about your current situation, what would it be?

If you had everything you needed, what else would you want?

What do you want to know about Mary Kay?

Selling:

How often would you like for me to contact you regarding re-ordering?

What is your opinion of the product sample I gave you to try?

Below, write your own questions that require the skill of listening to really hear the heart and mind of the potential team member or customer.

1.

2.

3.

4.

5.

6.
Interview Questions for Closing a Team Member

Three common questions that customers want to know about becoming a Mary Kay Consultant:

1. How much does it cost to get started?
2. How much time does it take?
3. How much money can I make?

Possible Interview Questions

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

In your wildest dreams, if you ever did this, what do you think you would enjoy most?

If I could show you how to do this, could you learn?

Other than fear, what else would hold you back from becoming a consultant?

What is the worst thing that could happen if you joined Mary Kay today?
What is the best thing that could happen if you joined Mary Kay today?

5 Most Important Questions in Closing a Consultant

1) If you don’t become a consultant, where do you see yourself a year from now?
2) If you were to become a consultant today, what will be improved a year from now?
3) What qualities do you have that would make you shine as a consultant?
4) What are the two most important reasons for you to become a consultant today?
5) It does sound like you’d be an excellent consultant. Why don’t you give it a try?
Five Most Effective Questions to Use in Closing a New Team Member!!

Here are the best closing questions that you’ve ever heard…. because when you are closing a new team member, you do not want to be stuck searching for the right thing to say. I strongly suggest you ask questions. You can tell someone all the benefits of becoming a consultant, and they can listen to you and nod their head and think to themselves, “OK, but that’s just your opinion.” They’ve not bought in to what you are saying. For them to buy in, they may have to hear the words in their own voice. When you ask someone a question, and they answer it, they are hearing their own voice. If they are answering the right question, they will convince themselves.

1. **If you don’t become a consultant today, what will be improved a year from now?** This is powerful because you are asking them to look at what their life will be like a year from now if they don’t say yes to this opportunity.

2. **If you were to become a consultant today, what will be improved a year from now?** (The wording here is very important…notice that you don’t ask them what would be different, you asked what would be improved. You also used the word “will” instead of “would” which gives a sense of expectation. When you ask closing questions, you can by your choice of questions direct the type of answer they will give you. For this question, they will tell you, in their own voice, what will be better about their life a year from now if they become a consultant today. You’re not telling them, they’re telling you. They know the answer…. they’ll say it…and they’ll hear the answer in their own voice. In the process of that, they will begin to convince themselves that this is what they want.)

3. **What qualities do you have that would make you shine as a consultant?** (They’ve just told you how their life will be improved and now they’re going to tell you why they’d be good at it!!)
4. **What are the two most important reasons for you to become a consultant today?** (Powerful question especially the use of the word “today” which adds a sense of urgency. Because you’re asking them for only 2 reasons, they will pick out the two most important ones. It might be their family, or children, or finances, or because they don’t want to work a j.o.b. anymore…..they’re going to tell you now the two most important reasons why they need to become a consultant today. You don’t have to convince them if you ask them the right questions, they will convince themselves!

5. **It does sound like you’d be an excellent consultant. Why don’t you give it a try?** (The reason that this question is so powerful is because when they think about giving something a try, they believe that they have options. That they’re just testing it out. They don’t believe they’re making a decision. In actuality, they are making a decision, but it gives them the feeling of having an out…..that question in exactly those words, “Why don’t you give it a try?” will allow them to give themselves permission to say yes!!!

**Recap of questions:**

1. If you don’t become a consultant today, what will be improved a year from now?
2. If you were to become a consultant today, what will be improved a year from now?
3. What qualities do you have that would make you shine as a consultant?
4. What are the two most important reasons for you to become a consultant today?
5. It does sound like you’d be an excellent consultant. Why don’t you give it a try?
CLIMB THE LADDER OF SUCCESS!

Our Mary Kay year runs in 4 quarters. Each quarter is split into 3 months. Quarters always run from the 16th of the 1st month to the 15th of the third month. During these quarters each Consultant has the opportunity to become a Star Consultant!

Our Mary Kay Seminar Year starts on July 1st each year and ends on June 30th the next year! The Star Consultant Quarters run from:

- June 16 – September 15
- September 16 – December 15
- December 16 – March 15
- March 16 – June 15

Star Consultant is one of the most highly respected programs in our company! YOU will be awarded YOUR Ladder or Success Pin once YOU reach Star Consultant Status YOUR first quarter.

WEEKLY ACTIVITY TO BE A STAR CONSULTANT:

With the Star consultant program, you can earn recognition for developing your total business – sales and team building! Once you have ordered your $1,800.00 in wholesale Section 1 products you may climb the ladder with team-building credits as well as additional wholesale orders! If you want to earn your Star Consultant level with sales only, this is what your weekly sales will need to average:

- **Pearl Star** - $800 Retail Sales Weeks – Order $1,600 Per Month
- **Emerald Star** - $600 Retail Sales Weeks – Order $1,200 Per Month
- **Diamond Star** - $500 Retail Sales Weeks – Order $1,000 Per Month
- **Ruby Star** - $400 Retail Sales Weeks – Order $800 Per Month
- **Sapphire Star** - $300 Retail Sales Weeks – Order $600 Per Month

Each quarter you will receive a Quarterly Star Consultant Planner in your Applause Magazine mailing. You will find it helpful in tracking your progress each week. Consistent effort during the quarter is the key to being a Star Consultant! Everything happens around the product! While you are out there having Skin Care Classes you will find your new team members!

Benefits of Being a STAR CONSULTANT:

1. Earn your Ladder of Success Pin.
2. Earn your genuine stone that corresponds to your Star Level.
3. Earn a Star Prize that corresponds to your Star level!
4. Recognition in our monthly newsletter & web site!
5. You will be highly respected among your Sister Consultants.
6. You will be setting a good example for your team to follow.
7. You will have product to service your growing customer base.
8. When you are earning your star status each quarter, you are making money!
9. You will find team members while you are earning your Star status.
10. Consistent Stars drive cars in Mary Kay!
CAR OFFICE: Never be caught without your essentials!!

The purpose of the CAR OFFICE is to be able to carry all your paper needs to your car without worry of what you may have forgotten. Have you ever gone to a skin care class and forgotten your sales tickets or worse yet, your profile cards? Ever been at the store and someone asked you for a Look book? Ever needed company information for an interview and not had it with you? You will not be caught again without these important tools when you have your CAR OFFICE with you!

Ideas of what you might want to include in your CAR OFFICE:
- Business Cards
- Current & just past current LOOK Books & Beauty Books
- Company Team Building Brochures
- Team Building Packets
- Hostess Fliers/and or Hostess Packets
- Sales Tickets/Small Calculator/Pen
- Notepad and pen
- Gift Certificates and envelopes
- Event fliers/Special promotions fliers
- Skin Care Class Items like the Profile Cards/Color Cards/Samples

Feel free to change or add to your CAR OFFICE as you see fit. This will not only save time, but also be very valuable. Keep in mind that this is not where you put all of your supplies, but just a few. Keep this simple and easy to handle. The next time you are out and about and someone needs a book or wants to place an order, you will be ready!