

2015 ONE HOUR PARTY / SKIN CARE CLASS: Auri Hatheway, NSD

712-432-1697 - From NSD Julia Burnett, a recording of conference call with NSD Auri Hatheway on "Simplifying your group bookings and shows".

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One hour party from SH to marketing and table close.

Back to the basics & SIMPLIFY! How many one hour blocks can you work in a week? Three could see you selling \$1000 or more per week.

BASICS - BOOK, COACH, SELL AND RECRUIT

BASICS = CLEANSER AND MOISTURIZER

Greatest joy comes from making other women's dreams come true.

We can Build a National Area through parties!!

A confused mind does nothing so you must keep things simple and replicable.

Easy to book this class!

Challenge on booking one hour test panels: "I just learned how to do this one hour party and I'm looking for a hostess, you gotta help me...will you help me, will you help me?"

Tools: only the Starter Kit!! Take this and your Travel Roll-up Bag.

Steps Covered: SH (samples), Miracle Set, Foundation and Lip Gloss.

Skip Foundation Primer and if you do MD Abrasion, do it on one hand. Build skill and profit, mastery at the business. Master selling a Miracle Set and you will have a business that will last a lifetime.

Foundation Primer use – instant fix but may reduce sales of the Roll-up Bag. No skill set to sell a primer or a MD Abrasion set. It does take a skill to Miracle Set. When that skill is achieved, you feel profitable and skilled, like a master at the business. I still have customers who have been buying the MS over 12 years.

Say during the class:

"Oh my gosh, I'm your Mary Kay beauty consultant for life. Everybody we're going to say my name. On the count of 3, say Loretta. 'One, two three, what is your beauty consultant's name?' - Loretta. So if anyone ever asks do you have a Mary Kay beauty consultant, you're going to say YES!! And you'll never forget me. I'm going to tell you why you'll never forget me: because when you get compliments on your skin or someone asks your age and they just do not believe you, [softly] you will always remember **Loretta!!**

[Say these things on purpose so that will never forget you and every time they got compliments on their skin or people didn't believe their age, they will attribute it to you and the thought of your name brings sheer joy to their heart and mind. And every time they see the little bottles on their bathroom counter, they think of you - morning and night - as they put it and take it off, ... be skilled, purposeful and intentional. NOT LUCK, NOT HOPE, PURE INTENTION.

Pray of course, it is the best! Don't just hope they stick around forever. Learn the skill set, of selling the Miracle Set. Something amazing happens when you do!!

Skilled beauty consultant: knows she didn't just get lucky. And, the intrinsic value is that the simplicity of gaining this skill builds confidence and creates something that will last forever.

Close with only the Roll-Up Bag and not a Set Sheet. If you really want the set sheet, use the insert in the Beauty Book OR – the a simple set sheet that matches the Roll-Up Bag.

RESULT in Auri Hatheway's National Area with a CHANGE IN SKIN CARE PARTY FORMAT: 30% increase in sales.

THE CLASS:

1. **GAME while opening with Satin Hands** (per Kristin Rogers Sharp): Apply SH and send to the bathrooms. Learn who to recruit:
 - a. First person back – most competitive
 - b. Last person back – most loyal, thoughtful and caring
 - c. We want to do life with women who are loyal, go-give, thoughtful = the right people. Iron sharpens iron.
2. **Present the Hostess gift** in front of everyone and talk about the hostess program and that leads to more hostesses.
3. Go through the Beauty Book
4. Talk about what you know about matching foundations out loud so it is a training session for the consultants who accompanied you for training and the guests so they can see how easy it is to conduct a skin care class and they will say “oh that is how you do it, I could do that too”. Okay so you are ivory, beige or bronze. Oh, so you can easily then you probably have olive in your skin. Let me show you my foundations. This is my olive because it has a green sticker on it... [They see how easy it is].
5. Lip gloss and Mascara
6. Microdermabrasion okay to do on one hand.
7. Go through Beauty Book to pictures of the compact (page 17 or 18)
8. Talk about next appointment: “today I focused on skin care and at the next appointment we'll focus on make-up and glamour tips for your life style. Let me tell you about the next appointment. You can either have a”: [Offer 2 choices and you will increase bookings for the second appointment.]
 - a. Dash out the Door – Girl Next Door look
 - b. Customized Glamour Look for husband's dinner function, wedding, etc. or
9. **TRAVEL ROLL UP BAG CLOSE** – from Cindy Machado-Flippen – **check out her video.**
 - a. Contents:
 - i. Pocket 1: basic skin care
 - ii. Pocket 2: day and night
 - iii. Pocket 3: MDA
 - iv. Pocket 4: OFEMR and eye cream (Consultant note: maybe add a Firming Eye Cream to your Starter Kit).
 - b. LOVE YOUR BAG: hug it and let the ladies know how much you love your bag. It makes the women want the bag. The handle makes it great to carry when traveling. At home, unroll and rip off for your drawer or hang on back of door. The clear bags make it easy to see and remind you to use, like brushing your teeth you see it and learn the routine.
 - c. Explanations and language used with each pocket is important. “ Let me tell you how you can customize your bag”.

- i. **Pocket 1:** basic skin care which has your cleanser and moisturizer and a foundation which is your basic skin care and my number one recommendation if you are here today on the soap and water plan. Or you are here today and you are mixing skin care sets, like Brand A cleanser and Brand B moisturizer – that is also known as chemical warfare. Or you are here today and you use skin care but you haven't gotten compliments in a long time or haven't seen a change in your skin in a long time. So if any of these apply to you, this is my number one recommendation. Now, the basic set is \$66 for all three items and lasts about 3 months. That is about \$0.60 a day (30 cents in the morning and 30 cents at night). Let's put that into perspective, how much do you spend on a cup of coffee a day or how much have you spent on that cute purse (like \$60) and when you get tired of it where does it go, to the back of the closet but where does your face stay, it's right there so everybody can see it. Now don't forget this is my number one recommendation. **Pocket A – the basic set.**
 - ii. **Pocket B:** Pocket B is our vitamins, the day serum and the night serum. AND, .. This is like flossing your teeth. So if you floss, do you still need to brush? YES. So, one does not replace the other, and, when we do use them together, they work better! Okay?! The Day Solution has spf 35 and gives you UVA and UVB protection, and the Night Solution has retinol palmitate that helps your skin produce collagen again. Now one of these serums alone, like a comparable product at the mall is about \$100 for the bottle. You guys, our set, both of them together, is just \$64 - \$64!
Now when you put A, the first pocket, together with the second Pocket B, this is known as the Mir-acle--- Set. You guys this is a \$130 value, \$130 value but you can take it home today from me, as a thank you for lending me your face, for helping me reach my goal for \$99. Just \$99, how awesome is that?!
 - iii. **Pocket C MDA:** Now Pocket C is that MDA; you all got to try it on one hand. It's awesome, instant results, and the MDA set is a \$57 value. You can take it home today for \$50. Now you can chose Pocket 1 and 3 for \$99 if you want to, - if you want to, instead of the vitamins. So, either way you want to do it is great.
 - iv. **Pocket 4 OFEMR and eye cream:** And the last pocket is our eye set and it has the eye make-up remover that you all got to try at the beginning and the eye firming cream, that remember you put on 3 areas around your eyes; you don't put it on your face.
- d. **So when you put this all back together – Pocket 1, 2, 3, and 4 - this is our Ultimate Roll Up Bag, Ultimate Roll Up Bag.** This is a TWO HUNDRED AND SIXTY NINE DOLLAR Value with the Travel Roll-up Bag included, but today, as a thank you from me, you can take it home for ONE NINETY NINE (\$199); \$199 is the packaged gift.
 - e. *Okay.* So, for your shopping convenience, your Mary Kay consultant (smile and point to yourself – put yourself in third person), can take Visa, MC or check or the hook-up plan, called the husband unawareness plan, so he doesn't find out about it, a little cash, a little Visa, a little MC, let me know (LMK) and [soft chuckle] and I will HOOK YOU UP. *Okay.*
 - f. So we are going to play a quick game. Turn your profile card over to the back, and you are going to answer all the questions on the back. Cindy does this and keeps it simple with everything going on the profile card. "Okay, we are going to take a quick little quiz and I am going to give you the answers":
 - i. **Question #10:** "What is your dream set?" – "Yes, what is your dream set".
What set would you like to take home today:
 1. The Basic for \$66, point to it in the bag.

2. The Miracle Set for \$99 (\$130 value for \$99)
 3. Or, the Ultimate Miracle Set – \$269, value \$269 for \$199.
- Repeat, “Do you want to take home the Basic, Miracle or Ultimate”.

ii. Okay, question #11: I owe you a second appointment and we are going to have so much fun at this next appointment because we are going to play with make-up. And I am going to teach you how to have a quick Girl Next Door-Dash out the Door look, or a Glamour Look. Now (sigh) at this appointment, just like Julia today, she invited you guys - she got free ____, which is really smart. So if you want to have free there and invite your girlfriends that would help me with my goal- you guys, I mentioned at the beginning that I have a huge goal and that is to:

1. earn the use of a Mary Kay career car and when I earn the use of my Mary Kay career car, my family will get rid of my car payment which will allow my husband to get rid of his second job.
2. to build a nationwide group of awesome consultants who love and serve their clients and build impeccable teams of women to share this beautiful product, enrich women’s lives and strengthen families with income, attitude, and love.

SO, I just want you guys to know you guys are really making a difference in my family’s life. So, I would really greatly appreciate if you had any fun with me or you think you would like to hang out with me again I promise I will treat your girlfriends LIKE GO-OOLD. I wanna make em feel totally awesome. So the answer to this question is “I owe you a second appointment” do you want it to be just you and me - or do you want free?” So you can put me or free, ME or FREE. And if you put FREE jot a few names down quickly or we can work together on that [later] when I meet with you individually.

iii. Okay and the last question requires you to use the separate sheet: I would love to get your opinion of my Mary Kay business. I’ve got just a little game, it’s the purse game, and you guys get to guess all the reasons why someone would start a Mary Kay business. [Then play the game.] Numbers 1-10 without being a 5 or letters. Whatever method you like.

1. A – I’m all in
2. B -

- g. This close is really simple: using the back of the profile card.
- h. May take another hour to close individuals in the living room. Gals are eating.
- i. Bringing a Travel Roll-Up bag for each guest is good and then take out of the bag what they buy if not all.
- j. Sell in sets: this class is fast, duplicable, and leads to team building.

10. RECRUITING: [hostess or even all women at the show]

- a. Show her how you make money: Tell them how much you make. Take your WAS for the hostess to see it and its okay to allow people to see it. Highlight how much you make per hour. Increases their believability.
- b. Believe in her: You believe in her - Affirm her – if her house is organized, tell her. See positive character traits and point them out. Look for genuine character traits and make her feel awesome. Tell her how this could translate into her Mary Kay business.
- c. Schedule to layer to the next step: BRIBE, no shame. I would love to show you how you can get that for half price or for free (depending on where you are in your business).

11. Don't get caught up on the ingredients and what is in the products. 12 years ago consultants had to prove themselves and customers wanted to know what was in the products but nowadays most women don't care and there is a certain brand recognition and trust. For those who want to know the ingredient detail you can get it later, don't worry if you don't have it at your fingertips. Say, "That is awesome, and while I don't have all of them memorized, give me your email and I'll send you the pdf file that includes every ingredient and other exciting things about this amazing product". They care more that it feels good and works. You only need to memorize 1-2 things it does or has in it, e.g. the day solution goes to the deepest layer of your skin and fights the damage that is already there; the foundation covers and protects and makes you look flawless. THE LIGHTER AND THE FUNNER YOU MAKE IT, THE BETTER IT GOES, THE FASTER IT GOES, AND MORE YOU SELL. Rarely will you have the woman who wants to know it all and you can send it if she does.
12. Challenge 10 practice parties by end of April – in home parties – so you get really good at this.
13. Begin by saying this is a ONE HOUR PARTY and perhaps ask the hostess to time you. Do something like say –“if my party goes longer than an hour, the hostess gets a free lipstick.” You guys need to time me because your part of the fun one-hour panel, and I want to Thank you, for helping me with my test panel , are you guys ready for the most fun, the most furious, most awesome hour of your life?” And then just begin. GET OUT AND PRACTICE. ACTIVITY CREATES EXCITEMENT.
14. WHEN PREPARATION INTERSECTS WITH AN OPPORTUNITY: WHEN YOU ARE PREPARED, THE OPPORTUNITY PRESENTS ITSELF, YOU WILL HAVE SUCCESS. WHEN SUCCESS FINDS YOU IN THAT UNEXPECTED HOUR, IT WILL FEEL SO GOOD.

PSALM 90:12 - NUMBER YOUR DAYS SO YOU CAN GROW IN WISDOM. Where will you find yourself on June 30, ____? What will your big Seminar WIN be? What will it be for you, and for your family? If we don't number our days they will just slide by. Make it your best race ever!!