

# Skin Care Class Outline

## Before the Class

1. Give Hostess Packet/What is hostess working towards
2. Mail/Email invitations
3. Pre-Profile all guests

## At the Class

### Kitchen Coaching

1. Confirm # coming / not coming
2. Future Bookings
4. Future Recruits – Ask the hostess “Who is coming today who would be good at doing what I do?” ( Point 1 ) “Watch me tonight and see if it looks like fun. You might be my next business assoc.” (4 Pt Recruiting Plan)
5. Hold Refreshments

### Set up

Display the products you are featuring on the Opinion Poll you are using  
Display the Hostess Gifts  
Put a Hostess Packet at each place setting  
Seat the Hostess closest to you

### Satin Hands

### Open — Welcome and Introduce yourself

Thank Hostess — give gift and explain Hostess Credit and offer booking invitation  
Overview: 3 parts: skin care, dash out the door look, private consultation on sofa  
Guest introductions and share what they want to learn today 2 - 2 - 2 Plan (2 days, 2 wks, 2 mo)

### Refer to Beauty Book. Include I-story:

Before Mary Kay I ...  
What appealed to me about Mary Kay was...  
What I love about Mary Kay...  
The reason I'm telling you this is because...

### Body of the Class

3 in 1 cleanser, Micro Derm, Day and Night, Moisturizer, Satin Lips, Eye Cream  
Mention any other Supplements you wish  
Foundation Primer, Foundation (Mineral or Timewise Matte/Luminous Wear or Medium Coverage)  
Dash out the Door – Eye Primer, Eye Cream, Bronzer, Lip Liner, Lip Gloss  
Use Tic Tac Toe to get referrals with phone numbers. (Romance Compact.) Gift for first one done  
\*Mention Second Facial and Individual Consultation throughout the party (Repeat 7x's )  
Share Mary Kay is a Great Career Opportunity with Purse Game.

### Table Close

Compliment Time (Emphasize how great their skin looks and feels)  
Read Closing Sets Opinion Poll sheet to the guests at the table and have them complete ea. question  
5 Ways to Pay – Cash, Check, MC, Visa, Discover, AMX  
Everything with Me Tonight

Individual Close and remember the "Perfect Class." 3 Goals at Every Class. Sell sets. Get 2 or more new bookings. 2 or more interviews booked and invite guests to your meeting

# 8-Point Individual Close

## SELLING SETS

1. Didn't you have fun tonight? (Nod and smile.)
2. Don't you just love the way your skin feels? (Nod and smile, stroke the back of your hand against your face)
3. ( Name ), I see if money were no object, you selected \_\_\_\_\_. Is that what you like to start with or did you have another set in mind. ? Whatever you decide is fine with me. (Shrug shoulders )
4. Will that be cash, check or charge?

## BOOKING APPOINTMENTS

5. I see you would like to have a \_\_\_\_\_ at your Follow Up Facial. What's better for you, \_\_\_\_\_ or \_\_\_\_\_ ? (Set the appointment. Select her look.)
6. At every skin care class, I always select a couple of people that I would most like to have as my Future Hostesses and tonight, \_\_\_\_\_ I selected you. Is there any reason why you couldn't share your follow-up appointment with a few friends and earn \$100 in Free Product for sharing? I think you would be a great Hostess. (Give her the Hostess Packet. Coach her on her guest list and set a time when she'll be giving you everyone's name and phone number or refer to her list on the Tic Tac Toe form and ask her if this could be her guest list. )
7. What would you most like to get for your Hostess Credit Skin Care, Body Care, Makeup, Fragrance, etc.?

## RECRUITING

8. Pay her an honest compliment and say  
"Tell me, \_\_\_\_\_, is Mary Kay something you might consider for yourself on a part-time basis? It may or may not be for you, but I'd love to tell you about it or have you join me for Career Night on Monday. What's better for you an appointment or Monday night? (If she hesitates, say, Well, Mary would an extra \$500, \$1000, \$1500 cash part time on a consistent basis be helpful right now? I am sure that you would agree you could not make an intelligent decision without hearing the facts. Is there any reason why you would not give me your honest opinion of how we make money either over a cup of coffee or as a guest for me? What would be better for you? )