

## The Skin Care Class (SCC)

**Five Things for a Consultant to have in front of her as she begins a party -** visual reminders to cover each as part of a full circle skin care class.

1. **Hostess gift** – to book future parties
2. **Dream book/Your goals/or...Your “I story”**
3. **Customer Profile card** – back side for referrals – or a **Referral Card** or **Beauty of Friendship Cards**.
4. **Love Your Opinion, Ponder Pink Survey, Mrs. CAB** – soft marketing – consider a purse hand cream or other small gift drawing from among all completed forms. From August-December 30, 2015 the Knutson unit will participate in a COACH purse drawing from all completed forms.
5. **Your datebook** - for booking second appointments

**While preparing the table for the class: Work full circle** beginning by asking the hostess “who do you know including yourself who would be good at doing what I do?” After she answers say: “well, just watch what I do today and if you feel this might be something you would like to know more about, don’t hesitate to ask me at the end of the class for more information”.

### **Begin the class:**

- Thank the guests and ask each to introduce herself, perhaps say how she knows the hostess.
- Applaud the hostess for gathering her girlfriends and supporting your small business. *“As a small business owner, it is people like [Cindy] who make my business possible.”* Optional – Present, and romance, the hostess gift (this gift is typically separate from the hostess credit). *“I sincerely appreciate my hostesses; they are vital to my small business.”*
- Briefly share your I story (suggested time: 2 min) to build credibility. Consider saying how you came into Mary Kay or something unique about your MK journey.
  - Example: *“I began my Mary Kay business to help my consultant finish her leadership goal. 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 Mary Kay leader myself. I love teaching skin care and glamour and taking care of my customers. I also love helping other women build their business and learn to become Mary Kay leaders. In this career, I have flexibility and many customer friends. I speak my faith openly, share great products, and enjoy great prizes and rewards”.*
- State your party goals. *“You know, at every skin care event I’m looking for 3 kinds of women”:*
  1. *“First, I’m looking for women who will love Mary Kay products and the customer service I’ll provide. I come with the products as does the 100% satisfaction guarantee. So, if you like your products today as much as I think you will, I would be honored if you tell others who ask, ‘Loretta Knutson is my Mary Kay consultant’. I will work to deserve your loyalty. And, I’ll pamper you with the Preferred Customer Program, invitations to special events including my open houses [Customer Appreciation Events], and personalized service.*

*I'll use the information on the Customer Profile card to know how to connect best with you.”* **[Customers]**

2. *“Second, I’m looking for party girls, women who like to have fun and share time with friends. As a hostess, you earn free products.”* **[Hostesses]**
3. *“Third, I’m looking women who would like a change in their lives. That may mean having more income, more fun, more flexibility or simply more girlfriend time. Even for women who are happy in their work or life, Mary Kay can be a rewarding, new challenge. And if it is not for you, you might know someone who would be good at what I do”* **[Team Members]**

*“As you watch me today, consider if you, or someone you know, might like to know more about the Mary Kay career. If so, just tell me when we review what you like best at the party today”.*

### **Promoting the second appointment or Girlfriend Appointment**

*“So let’s get started. This appt is one of two because great looks begins with great skin. We will focus on skin care today and at a second appointment we can cover personal advanced glamour and customized skin care products. To help remind me to speak about your ‘2nd appointment’, each time I say 2<sup>nd</sup> appointment, raise your hand and we will pass this fantastic compact to the first person who has heard me say those important words, ‘2<sup>nd</sup> appointment, or even Girlfriend appointment’. The last person with the compact keeps it.”*

### **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 the products she used.
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 collection, you decide, 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 products she did not purchase today or additional products by sharing her follow-up / 2<sup>nd</sup> 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.

## “I Story” Must answer 3 Questions A How to Guide

1. What did you do before Mary Kay (or are still doing)?

2. Why did you join Mary Kay?

*You might consider using the following dialogue: Mary Kay's mission is to enrich women's lives, and I was drawn to this opportunity because \_\_\_\_\_*

*(I liked the people, wanted my product at cost & hoped I could make some extra money.)*

3. What do you enjoy most about Mary Kay?

- Work with your strengths! Humor, sarcasm, sweet, loving, etc.
- Always be Clear / Concise/ Compelling!
- Write it down first and choose strong words. (Thesauruses are still good to use!)
- Memorize it! It should be easy to recite, use drive time to practice.
- Time it! 2 to 3 minutes is best. 2 minutes is great if you do not use a dream book. 3 minutes is perfect with a dream book to use as a visual.
- When you use a dream book to emphasize your, “I Story” be sure to first type all that you want to include: then add pictures and visuals. Practice presenting with your dream book so you are not fumbling as you present.
- Remember your, “I Story” can move mountains. Be passionate about what you want to convey to your audience and always be honest and sincere!



# I'd Love Your Opinion Form



Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Best number to call: \_\_\_\_\_

Current Occupation: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Your Consultant's Name: \_\_\_\_\_

1. What are some things that I have shared with you that could get you excited about the Mary Kay opportunity? \_\_\_\_\_

\_\_\_\_\_

2. Why would you be good at this business? \_\_\_\_\_

\_\_\_\_\_

3. What would be something that would concern you? \_\_\_\_\_

\_\_\_\_\_

4. If you knew you couldn't fail, and that my director and I would teach you everything you needed to know to be a successful beauty consultant, is there any reason why you wouldn't want to get started today? \_\_\_\_\_

\_\_\_\_\_

5. What is your level of interest on a scale of 1 to 10, without being a 5?

1 2 3 4 No 5's 6 7 8 9 10  
Never Sign Me Up

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Thank you for your time and opinion!**



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Never Sign Me Up

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Thank you for your time and opinion!**



# Desert Island Game

Name:

Glamour Product:

Name	Number
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7 names=glamour product 25% off  
14 names=glamour product 50% off  
21 names =glamour product 75% off  
30 names = glamour product for FREE!!