

# MK Basics 3: Get Facials & Color Makeovers

## WHAT TO PACK FOR YOUR APPOINTMENT

### FACIAL DEMO ROLL UP BAG

**Pocket 1:** *TimeWise Age Minimize 3D* 4-in-1 Cleanser (N/D & C/O), *TimeWise Age Minimize 3D* Day Cream SPF 30 Broad Spectrum Sunscreen (N/D & C/O), *TimeWise Age Minimize 3D* Night Cream (N/D & C/O), *TimeWise Age Minimize 3D* Eye Cream

**Pocket 2:** *TimeWise Repair Volu-Firm* Set OR *Clear Proof* Set OR *Botanical Effects* Set

**Pocket 3:** *TimeWise* Microdermabrasion Set, Oil-Free Eye Makeup Remover, *Indulge* Soothing Eye Gel, Foundation Primer & CC Cream Foundations (ALL 5 shades), Blending Sponges (optional)

**Pocket 4:** *Satin Hands* Pampering Set & *Satin Lips* Set

### COLOR DEMO ROLL UP BAG

**Pocket 1:** Oil-Free Eye Makeup Remover, *TimeWise Age Minimize 3D* 4-in-1 Cleanser (N/D), *TimeWise Age Minimize 3D* Day Cream SPF 30 Broad Spectrum Sunscreen (C/O), Foundation Primer

**Pocket 2:** CC Creams (ALL 5 shades), Blending Sponges (optional), Perfecting Concealer (one of each), Undereye Corrector & Eye Primer

**Pocket 3:** Color Cards (blue, brown & green/hazel), Black Ultimate Mascara, Disposable Sponge Tip Applicators, Doe-Foot Applicators & Mascara Sample Wands

**Pocket 4:** *Satin Hands* Pampering Set & *Satin Lips* Sugar Scrub \*Pack Hostess Look in

### HOSTESS LOOK (for Color Makeover)

**Demo Brush Set filled with ALL 5 brushes PLUS an Eye Smudger Brush:** an empty Compact Mini plus TWO Cosmetic Display Trays (Section 2>Skincare Class Supplies): (one filled with one each of full-sized Eye Color demos & filled with one each of full-sized cheek colors), full-sized Lip Color demos & Eyeliner samples. Not color confident? Then use a Color Card on your Hostess OR visit [www.marykayintouch.com](http://www.marykayintouch.com) >education>color confident.

### ALSO PACK:

- **STARTER KIT packed with:** ONE Demo Brush Set (for hostess COLOR appointment only), one CLEAN Mirror per guest (packed in zipper pouch) with 1 Disposable Tray (with or without insert), 1 Facial Cloth, 1 Wash Cloth (preferably white), 2 Cotton Rounds & a WORKING pen.

- **ORGANIZATIONAL BINDER:** Packed with OPTIONAL Hostess Packets & Bucks, Customer Profile Cards, Business Cards, “Listen for a Lip Gloss” cards (get from Traci), Sales Tickets, BRAVE Book (get from Traci) and/or THIS script, Shopping Sheets (one for each guest), Surveys & Independent Beauty Consultant Agreements.
- **FACIAL OR COLOR MAKEOVER DEMO BAG**
- **INVENTORY**
- **PRIZES & HOSTESS GIFT:** Think smart! Prizes should be samples or discontinued product.
- **OPTIONAL: ROLL OF TICKETS FROM WALMART (FOR THE TICKET GAME) & 3 SMALL GIFTS:** 1 ticket = product questions; 2 tickets= opportunity questions; 3 tickets= questions about YOU; secret 10 ticket question= how do I start a Mary Kay business?
- **OPTIONAL: APPOINTMENT EXTRAS FROM PINKPRINTING.COM:**
  - Hostess Packs (Essentials>Hostess>Pamper Me Hostess Pack \$75 for \$35) \$6 for a pack of 3
  - Skincare/Glamour Tray Inserts (Essentials>Class Setup>Skincare/Glamour Inserts) \$6 for a pack of 20

SETTING UP FOR YOUR FACIAL/COLOR MAKEOVER\*

\*Don’t squirt until your guests arrive! If purchased, follow the Pink Printing Tray Insert for filling each tray. To save on Disposable Tray Insert costs, you CAN choose to squirt the products directly into each guest’s hands. Place a rolled up wash cloth at the base of the mirror. Next, place a Disposable Facial Cloth at the base of the wash cloth. Next, place the Survey (folded length-wise with referral side up) on top of the Disposable Facial Cloth with the Customer Profile Card on top. Finally, place 2 cotton rounds to the left of the mirror and a WORKING pen to the right of the Customer Profile Card. DO NOT PUT OUT “SHOPPING SHEETS” OR “LOOK BOOKS!”

**WELCOME GUESTS**

Do Satin Hands on the GUESTS and MATCH CC Cream Foundations on HOSTESS & GUESTS. \*If Color Appointment, have the Hostess Look and demos (Eye Liner, Ultimate Mascara & Lip Color) at the Hostess seat. You might even include a tiara for your hostess “queenie” (Charming Charlie has a great selection).

**START READING ALOUD NOW!!!**

**APPOINTMENT OPENING (memorize this word for word)**

**Make it FUN!!! Women will do business with you because they like you, not necessarily because of the products!**

Have guests fill out the front of the Customer Profile Card as they arrive.

### THANK HOSTESS

Thank HOSTESS for hostessing party and opening up her home (present her with small gift).

### THANK GUESTS

“This is the first OF 2 APPOINTMENTS:

**IF FACIAL:** “At this appointment, you are being treated to a pampering facial. At your FOLLOW-UP APPOINTMENT, you will receive a personalized color makeover.”

**IF COLOR:** “Our HOSTESS \_\_\_\_\_ will be receiving her personalized color makeover TODAY and YOU will receive your personalized color makeover at your next appointment. Tonight, GUESTS, you get to “play” with makeup.”

“Just so you know, our HOSTESS is earning HOSTESS CREDIT \_\_\_\_\_ today/tonight (YOU choose what you want to offer. Either a percentage off the class sales based on sales and future bookings OR \$75 for \$35) just for partying with me! Who likes FREE stuff (raise your hand)? I’ll give you more details at the end of the party during your individual consultation.”

### HAVE EVERYONE INTRODUCE THEMSELVES

- A. What’s your name?
- B. How do you know the HOSTESS/QUEENIE?
- C. How do you spend your time?

### INTRODUCE YOURSELF & SHARE YOUR GOALS

***“Hi! My name is \_\_\_\_\_, and I am SO excited (say it like you mean it)! Our Mary Kay team is on its way to MAKING HISTORY when we debut as the FIRST-EVER BRAVE National Area in the Brazos Valley in the next two years! My personal goal is to \_\_\_\_\_ (MUST SHARE LONG-TERM GOAL)! There are 3 ways you can help me out, and I promise you’ll be able to help with at least one:”***

***“NUMBER ONE: I need customers! WHEN you fall in love with the product today/tonight, notice I said WHEN, YOU could become one of my customers. For your convenience, I accept MC, Visa, Discover or AMEX. If you’re a student, I accept your Mom or your Dad’s MC, Visa, Discover or AMEX. I also accept cash, check or any combination of the above. (you can also offer “creative financing” or payment plans IF you have a STAR inventory). And, if you are married, I operate on the Husband Unawareness Program (which is a little over here, a little over there and you smuggle it in to your house over a period of time).” LOL.***

***“NUMBER TWO: I need faces! My goal is to put our product on 30 faces EVERY month! Raise your hand if you know 5 people with skin (raise your hand). Great! You can ask them to join you at your follow-up appointment OR you can refer them to me a little later on in our appointment! The GREATEST compliment you can pay me is to refer me to your family members and friends. I allow EACH one of my clients to GIFT up to FIVE of their family members with their choice of a gift of pampering. I’ll give you the opportunity to make a list of your GIFTEES a little later.”***

***“NUMBER THREE: We need consultants! My goal is to add \_\_\_\_\_ NEW BRAVE women to my team this month! In fact, Mary Kay is actively putting on more Consultants right now. We can’t say that we are “hiring” in Mary Kay, because you actually make the choice to start your own Mary Kay business! And now is the perfect time! We rank #1 in the nation in sales AND customer loyalty! We out sell everything in the department stores and the grocery stores, even though we are not in department stores and grocery stores! AND, we are recession proof! In fact, there are three things that are recession proof: alcohol, tobacco and cosmetics! So, not only are we selling the #1 product, but we are also selling something that is recession proof and consumable! Mary Kay is “America’s Rescue Package!” Mary Kay rescued me \_\_\_ days/weeks/months/years ago...”***

**SHARE HEARTFELT TWO-MINUTE “I” STORY**

**What you did before you started your Mary Kay business:**

**Explain why you decided to become an Independent Beauty Consultant:**

**Describe how your life has changed since then:**

**What you like best about your business:**

*"Like I said, Mary Kay is actively putting on more consultants right now. I make it my mission to share the marketing plan with EVERYONE I see, because you never know who might need to be "rescued." As part of my training, and to get credit for seeing you with my Sales Director, I'll be going through this survey (hold up Survey) at the end of our appointment. OK...are you ready to experience America's #1 product? Great!"*

### **APPOINTMENT BODY**

#### **SATIN HANDS TREATMENT**

*"We are going to start off with a Mary Kay tradition...SATIN HANDS! I encourage you, if you can, to remove your rings. If not, no biggy. First, I'm going to:*

*Give you a squirt of our Hand Softener! This is a super hydrator for super dry skin! Rub this on the front and back of your hands.*

*Next, we'll apply the Hand Smoothie right on top of the Softener! This cleanses and exfoliates your hands! Again, rub this on the front and back of your hands.*

*Finally, I'm going to have you rinse your hands at the sink and then dry them with a paper towel.*

*How do your hands feel? Amazing?! Finally, let's apply the Hand Cream which will hydrate your hands through 10 hours of hand washing. WOW!*

*Once back at the table... "Don't your hands feel satiny soft? Well, your face is about to feel even softer!"*

#### **HAVE ALL CLEAN THEIR FACES...**

**TIMEWISE 3D FACIAL ORDER OF APPLICATION**

Oil-Free Eye Makeup Remover

Cleanser

Microdermabrasion Steps 1 & 2

Day/Night Cream (depending on what time of day it is). Demo the other one on the elbow only.

Indulge Soothing Eye Gel

Firming Eye Cream OR 3D Eye Cream

Foundation Primer

**PRE-COLOR CLEANING ORDER OF APPLICATION**

Oil-Free Eye Makeup Remover

Cleanser

Day Cream

Foundation Primer

Foundation

**CLEAR PROOF ORDER OF APPLICATION**

Oil-Free Eye Makeup Remover

Cleanser

Microdermabrasion Steps 1 & 2

Eye Renewal Cream

Foundation Primer

Foundation

**TIMEWISE REPAIR ORDER OF APPLICATION**

Oil-Free Eye Makeup Remover

Cleanser

Microdermabrasion Steps 1 & 2

Day/Night Cream (depending on what time of day it is). Demo the other one on the elbow only.

Eye Renewal Cream

Foundation Primer

Foundation

**BOTANICALS ORDER OF APPLICATION**

Oil-Free Eye Makeup Remover

Cleanser

Microdermabrasion Steps 1 & 2

Indulge Soothing Eye Gel

Moisturizer

Indulge Soothing Eye Gel

Firming Eye Cream

Foundation Primer

Foundation

***“First, I’m going to take you through my daily routine of looking fabulous. It begins with healthy skin. There are 5 steps scientifically proven for healthy skin:”***

***“Cleansing: takes off dirt and oil***

***Masking: cleans out your pores (your pores are v-shaped)***

***Toning: closes your pores back up***

***Moisturizing: hydrates your skin***

***Protecting: foundation (you either wear pollution or you wear foundation)”***

**Mary Kay Oil-Free Eye Makeup Remover:** *“First, you’re going to remove your eye makeup with the #1 eye makeup remover in America...our Oil-Free Makeup Remover. It’s safe for contacts, conditions your lashes and even removes the eye lash mites that are crawling around on our eye lashes having a party.”*

**TimeWise Age Minimize 3D 4-in-1 Cleanser:** *“Next, we’ll cleanse our skin with the #1 “Face Wash” in America! In recent years, Mary Kay streamlined our 5 step skincare routine into 2 easy steps. Now called TimeWise 3D, our NEW skincare routine defends, delays and delivers visible improvement of multiple signs of aging in just 4 weeks. Our TimeWise 3D 4-in-1 Cleanser combines the first three steps for healthy skin (cleansing, masking and toning), PLUS skin brighteners, ALL in one tube! And, it’s anti-aging! Apply the Cleanser to your face using an upward and outward motion (wet facial cloths). You’ll remove the Cleanser with this warm, wet facial cloth. Be sure to wash your face every morning and night. Research shows that if you don’t your face will age 13 days! And, be sure to get your neck, because it ages three times faster than your face. It shows it like lines on a tree trunk. This Cleanser comes in: Normal to Dry, Combo to Oily (lathers up), a bar of soap and disposable facial cloths.”*

**Microdermabrasion Step 1: Refine:** *“Next, we’re going to deep clean your skin with our Microdermabrasion Set. Microderm removes 16 layers of dead skin cells all at once. It instantly reduces fine lines and wrinkles, break outs, scarring from past break outs or surgeries, stretch marks and even reduces cellulite 60-80%. I like to call it the “magic eraser” for your whole body. It’s a two-step process and for Step 1, we’re going to take a “field trip” to the sink (be sure to use the buddy system so you don’t get lost).”* Once at the skink...

*“Go ahead and wet your face, and I’m going to squeeze a bit of our Microdermabrasion Step 1 into your hand. You’ll scrub this in a circular motion for 1-2 minutes, concentrating it in those “problem” areas. Keep in mind, you can only do this once or twice a week, because you wouldn’t have skin left. And, trust me, we want you to have skin.”* Once back at the table...

**Microdermabrasion Step 2: Replenish:** *“How does your face feel? I like to call it “baby butt soft” We’re going to follow Step 1 with what I call the “Microderm Chaser”... Step 2. Apply this serum over the areas where you scrubbed. Right now your skin is re-growing, and you are replenishing your new “baby” skin with fresh vitamins and tea leaf extracts. This serum also takes the pin out of the skin after scrubbing.”*

**Day Cream/Night Cream:** *“Now it’s time to moisturize with our 3D Day and Night Creams. One you use in the Day; it’s called Day Cream. And one you use at Night, it’s called Night Cream. The Day Cream has SPF 30, so It protects against both the UVA & UVB rays, the ones that age you and burn you. This anti-aging moisturizer is light weight, waterproof and sweat-proof. The Night Cream gives you a face-lift while you’re sleeping. It’s Spanx for your face. It’s like really good-looking “construction worker men” coming out on your face at night and repairing the damage from the day. Because of the time of the day, we are going to use the \_\_\_\_\_ Cream on your face and the \_\_\_\_\_ Cream on the neck.”*

**Indulge Soothing Eye Gel:** *“It’s time to pamper your eyes and lips. Our first eye product is perfect for women who are emotionally unstable or don’t sleep. It’s called our Indulge Soothing Gel. It’s like a “cool drink of water for your eyes.” This cucumber gel de-puffs eye lids within 10 minutes; it wakes up tired eyes (great out of the fridge with your coffee in the a.m.) AND soothes itchy, watery allergy eyes. You’ll want to use your ring finger to pat this product all the way around the eye, avoiding application too close to the eye itself.”*

**TimeWise Firming Eye Cream (for college-aged women):** *“Next, we’ll apply our Firming Eye Cream, which I lovingly refer to as a “push up bra” for your eyes. It instantly reduces dark under eye circles and crow’s feet, lifting and firming your eyes. I like to call it “Botox” for your eyes without the needles and toxins. And, it’s safe for sensitive eyes. You’ll also want to pat this product all around the eye using your ring finger, which has the lightest touch.”*

**3D Eye Cream:** *“Next, we’ll apply our 3D Eye Cream. It’s like a “dream cream” because it does EVERYTHING you want an eye cream to do. It reduces dark under eye circles, fine lines and wrinkles, puffiness and it even moisturizes. You’ll also want to pat this product all around the eye using your ring finger, which has the lightest touch.”*

**Satin Lips:** *“Now it’s time to pamper your lips with our Satin Lips treatment. Now, I’m not personally responsible for what happens to you when you use this product. Your lips will be magnetic. First, we’ll apply our Sugar Scrub. Scrub it gently back and forth across your lips. We’ll leave the scrub on for about a minute or two—long enough for it to work its magic. While it’s sitting on your lips, let me ask you a question? Who likes gifts? (raise your hand fast). ME TOO! I say if it’s free, it’s for me. The highest compliment you can pay me is to refer me to your family and friends. Each woman I see has the opportunity to “gift” up to 5 of her family and friends with a gift of pampering. I’ll text them on your behalf with their SURPRISE gift of pampering and gift care from YOU to them. AND, the best part of it all is that it doesn’t cost you anything! On the sheet to the right of your mirror is a space for those 5 names and numbers. I have a “gift basket” filled with MK freebies. Each person who gives me 5 names and numbers gets to pick a gift from the gift basket. You can use your cell phones because we don’t know who we know anymore and we don’t know anyone’s numbers anymore. Take a minute or two to write down your referrals.”*

*OK, let’s wipe off the dry skin and scrub using your wet facial cloth. Now, we’ll apply our vitamin-enriched Lip Balm that will hydrate for up to 10 hours without having to reapply. Don’t your lips feel amazing?*

**Foundation Primer:** *“Love, love, love this! Our Foundation Primer is like a pillow of silk for your face. It goes on silky smooth and gives your foundation longevity of wear. Adding our primer under your foundation will keep your makeup looking fabulous for up to 10 hours. Rub the primer together in your fingers, and then rub it evenly all over the face.”*

**CC Cream Foundation:** *“The final step for healthy skin is our protection step or Foundation. You either wear foundation, or you wear pollution. Foundation shouldn’t make you look like a different person from the face up. It protects your skin from the environment. You actually get less break outs when you wear*

*foundation, because it seals the skin. Our CC (Complexion Correction) Cream Foundation is sweat proof and transfer resistant, so when you hug people your face won't come off on them. To apply your CC Cream, simply pump one pump of the foundation onto your fingers. Rub your fingers together (foundation goes on smoother when warm), close your eyes and rub the foundation all over the face until it disappears".*

### **HOSTESS COLOR MAKEOVER (FOR COLOR APPOINTMENT ONLY)**

Guide HOSTESS through her makeover (5 minutes). While HOSTESS is applying COLOR using the DEMO BRUSH SET, explain to the GUESTS how to “paint by numbers” using the COLOR CARD (based on their eye color) and applicators.

### **COMPLIMENT TIME (FOR COLOR APPOINTMENT ONLY)**

Go around the table and ask EVERYONE: What do you love most about your look?  
GUESTS: What do you love most about our HOSTESS'S look?

### **APPOINTMENT CLOSING**

#### **PASS OUT SHOPPING SHEETS**

I hope you had as much fun as I did! We've come to my favorite part of the appointment—that's when I get to tell you how you can take this AMAZING product home with you! This is what I lovingly refer to as our “Shopping Sheet.” First, since I'm a visual person, I want to begin by visually showing you ALL of the SETS that we used today (explain each set shown including the dollar amount and the word 'YOUR' WITHOUT saying DOLLARS...ex. “Set #1 TimeWise 3D Basic includes YOUR Cleanser and YOUR Eye Cream for 82!”) Before we go on, do me a favor and circle your 4 FAVORITE SETS! Do you have them circled? Great! Since it's Mary Kay show & tell time, I HAVE to show and tell you about our Travel Roll Up Bag (hold up your demo bag)! Everyone say ooh ahhh! I LOVE my travel roll up bag (hug the bag, kiss the bag)! And what's not to love—it's actually proven to save roommate situations and marriages. Let me explain—because it hangs up in your bathroom...all of your stuff is out of the drawers and off the counters so you can happily co-exist. AND, if you are going to the gym, you can just take one of your pockets with you and refasten it when you get home (rip off pocket with drama). ALL the pockets Velcro off of the bag. AND, the best part of it all is that it is totally portable—when you are wanting to go on vacation or make a fast getaway, it rolls up quick and easy. This bag retails for \$25, but you'll get the bag for FREE when you purchase 4 sets from me! That's up to a \$386 value for just

199! But wait...there's more...the more sets you purchase, the more you save! You can also just purchase set by set or a la carte. It's YOUR choice!

### **GO THROUGH SURVEY**

*"Do me a favor and please flip your Survey over. For me to get credit for seeing you today, I need you to fill out the remainder of this survey. Go ahead and fill out your name at the top, and then answer questions 1-2 on your own. We are going to "camp out" on question 3.*

*"Remember when I told you at the beginning of this appointment that I'm looking for more women to work with me? Question 3 reads, "I make it my goal to share the Mary Kay Marketing Plan with everyone. Below are 12 Reasons to Choose the Mary Kay Career (either spare-time, part-time or full-time). Mark any that appeal to you."*

***"Money:** Can you believe that there are more women earning in excess of \$100,000 a year in Mary Kay than any other company in the US? AND, we have more millionaires in our company than any other company in the world, and they're all women. We boast the highest paid women in America, according to Wall Street Journal. We buy our products for a dollar, and we sell them for two. On average, Consultants earn \$25 to \$75 an hour. We also make money by sharing the opportunity with others. Mary Kay is a dual-marketing company, and not a pyramid company. That means we all make the same on our product (50%). Commissions are paid directly out of the company profits on a monthly basis."*

***"Tax Breaks:** Because you have a home-based business, you can write off a portion of your mortgage, rent, utilities, mileage. My director's highest income in one year was \$180,000. She only paid \$2,000 in taxes on her income."*

***"Job Security:** This is HUGE in today's economy! Because Mary Kay is a TOTALLY debt-free, multi-billion-dollar company, our Consultants don't live in fear of our company suddenly declaring bankruptcy. We have TOTAL job security! No one can hire or fire us in Mary Kay. Did you know that more than 50% of ALL Americans have a home-based business for a Plan "B." Do YOU have a Plan "B"?"*

***"Career Car:** You probably know about the Pink Cadillacs, or trophies on wheels, but did you know that Mary Kay awards 6 career cars—a Silver Chevy Cruz*

*Hatchback, a black Chevy Equinox, a black Ford Fusion, a metallic Chevy Traverse, a black and pink Mini and a PINK Cadillac XT5. They pay the car note and most of the insurance, and if we don't want to take the car, we can take cash. The record in our Mary Kay family was set by a 21-year old college student who earned her car in 8 weeks after starting her Mary Kay business."*

***"Advancement at Your Own Pace:*** *One of the greatest aspects of this marketing plan is that there is NO GLASS CEILING! There are NO POLITICS in Mary Kay! If you do the work, you get it!"*

***"Family Security Plan:*** *Our retirement in Mary Kay is unmatched. My National Sales Director retired having earned \$6 million in her Mary Kay career, and for 15 years, she will be paid in excess of \$50,000 a month. IF she were to pass away, it would go to her family for 15 years. The best part of it all is that she doesn't contribute ONE DIME to her retirement. Mary Kay takes care of all of it."*

***"Prizes, Awards & Recognition:*** *Mary Kay always said that "a woman will work harder for praise and recognition than for money." I make a joke that if you breathe you get a prize. My Sales Director has earned over 20 carats in diamonds, 10 career cars and luxury trips all over the world. We really do believe in praising people to success!"*

***"Flexibility:*** *We have NO quotas and NO territories! You are your own boss! No one will ever tell you when to go to the bathroom, when to take a lunch break or when to go on vacation. And we put God first, family second and career third verses career first, career second and career third."*

***"Personal Growth:*** *Mary Kay is the BEST self-improvement course that you get paid to take! You will learn to step out of your comfort zone, one face at a time. AND for those of you in college, this is AMAZING on your resume! Because Mary Kay's marketing plan is in #1 marketing plan studied by Harvard Business School, companies know the skill that you have learned through the opportunity."*

***"Social Aspects:*** *In corporate America, all everyone ever talks about is how broke and tired and miserable they are. AND, if they aren't talking about that, they are talking about each other. We don't tolerate that in Mary Kay. We work by the Golden Rule: doing unto others as you would have them do unto you."*

***“Fulfillment of Helping Others:*** All that you pour in to the lives of others comes back into your own! As a Mary Kay Consultant, you have the opportunity to, not only change the way someone looks and feels, but you have the opportunity to change a life! That is what we call “the paycheck of the hart.” Is your J-O-B fulfilling YOU?”

***“The Opportunity to Dream Again:*** Our mascot is the bumble bee, because scientifically proven, it shouldn’t be able to fly with the size of its body compared to the size of its wings. But Mary Kay said that the bee flies, because nobody ever told the bee that it couldn’t. In our company, we will NEVER tell a woman that she can’t do something!”

### **CLOSE SURVEY**

*“Just in case you are interested in joining my growing team, let me tell you how easy it is to get started. Do me a favor and glance back at Set #12 on your Shopping Sheet. To start a Mary Kay business, it’s just \$100. The \$100 purchases your Starter Kit (show yours) which has over \$450 in full-sized MK products including TWO Set #1’s, a full-sized Satin Hands Pampering Set, an Oil-Free Eye Makeup Remover, an Ultimate Mascara, and this month, Mary Kay is including \_\_\_\_\_ in the Starter Kit. Plus, my Sales Director is giving every NEW Consultant who starts in the month of \_\_\_\_\_ a FREE\_\_\_\_\_. AND, BONUS, you get ALL of your Mary Kay products at HALF-PRICE for the rest of your life! The last question says, based on the information I shared, how would you rate your interest in receiving more information about the Mary Kay career (spare-time, part-time or full-time)?*

- Definitely not for me! I want to pay full price for my products!*
- Call me! I want to know more!*
- Buy me a cup of coffee or frozen yogurt! Let’s talk!*
- Sign me up!*

*Please check the answer that best describes you.”*

*Finally, I’m going to meet with each one of your individually, while \_\_\_\_\_ (hostess) serves some yummy refreshments. \_\_\_\_\_ (sparkler), please bring your Customer Profile Card, Shopping Sheet, Survey and personal belongings with you.*

## **CLOSING INDIVIDUAL CONSULTATION (MOST IMPORTANT)**

Ask, “Did you have a great time (nod while asking)? Doesn’t your skin feel great? Great!”

**FIRST SELL:** “I noticed that if money were no object, you would be interested in taking home\_\_\_\_\_ tonight (share payment plan options IF you have adequate inventory). Just a reminder, I accept MC, Visa, Discover, AMEX, Cash or Check. How would you like to take care of that? (If she hesitates, ask her where she want to start with product.)”

**SECOND BOOK:** “We need to schedule your follow-up appointment or check-up from the neck up. I’d like to see you this coming week or next. Which works best for you? Book her for the NEXT APPOINTMENT, preferably with her friends (perhaps those listed on her Survey). \*Always give 2 options and select a date/item). Have HOSTESS fill out her name and number in the time slot. Then, give HOSTESS the HOSTESS PACKET and briefly explain content.

**THIRD RECRUIT (which you’ve already done):** If she recruits on the spot, give her a Welcome Packet, book her Grand Opening for a Saturday (10 am, 1 pm, 4 pm or 7 pm) and ask her to listen to the Inventory Hotline and make her initial Contact List in the next 24-48 hours. Text Traci the date and time of Grand Opening and Orientation. If she doesn’t recruit on the spot, text Traci her “answer” on #3 and set up a follow-up phone or face interview to be held in the next 24-48 hours. Don’t forget to hand her a “Listen for a Lip Gloss” card as a GREAT layering tool. \*ASK her to send in the next Customer.