

Simplified Skin Care Party Outline:

Before you begin your class, have each guest:

Fill out their Profile

Select Foundation color

Try Satin Hands

(Satin Lips could be demonstrated at this time too)

You or the Hostess could do this ---or you could do a Hand Facial on everyone and then Satin Hands----On one hand ---put Cleanser, Day Solution, New Intense Moisturizing Cream or the Oil Free Hydrating Gel and then the Darkest Foundation on light skin or Lightest Foundation on dark skin. On the other hand just the foundation. After they see the results on the hand do Satin Hands and head to the Table to make the face feel the same way. ----Or you can choose to do half a face. Use all the products on one side of the face and only the cleanser and foundation on the other. Both of these ideas sell SETS!

Ask Power Questions:

How many of you know that Mary Kay is the **#1 Best Selling Brand of Facial Skin Care and Color Cosmetics in America...** and that we have been for 9 consecutive years?

Did you realize that according to the Wall Street Journal, **Mary Kay has the highest paid women in America?** That more women earn over \$100,000 per year with Mary Kay, than any other company in the U.S.?

Have you ever gone to the cosmetic counter or department store and purchased something... when you got it home, it was the wrong color or too oily/dry? How many of you have a collection of buying mistakes.. Well, that won't happen with Mary Kay.

Can you see the advantage of trying before you buy...especially with cosmetics?

100% satisfaction guarantee.

One time sale means nothing to me

Sit back.. Roll your shoulders. Relax and get ready to be pampered with Mary Kay.

Middle:

BEAUTY BOOK (use the beauty book as your guide/flip chart)

Cleanse, Moisturize

*Benefits & percentages (read from Beauty Book)

Day & Night Solution.....

*Benefits & percentages (read from Beauty Book)

Foundation

Close the Miracle Set

Face Race..... Use the Eye Look Cards and have them see who can be done the quickest.

Closing:

“Now my favorite part... I get to show you our incredible sets!”

You can put your product on Visa, MC, Discover, check or cash. We can even talk about a payment plan or the “He’ll never know” plan during our individual consultations.

Time Wise Basic Skin Care (cleanser, moisturizer, foundation) \$52
Miracle Set (Time Wise Skin Care plus the Day & Night Solution) \$102
Or
The Total Pampering Package.... Head to Toe Beauty Essentials
Travel Roll up Bag:

Pocket one is the Ultimate Miracle set
Pocket two is your Ultimate Color Set (open compact & romance)
Pocket three contains your Ultimate Extras (Describe each item)
Pocket four contains your Ultimate Satin Set.... (Romance and describe)
The retail value of the products and the Travel Roll Up bag is \$412, but for today only your special price is just 326---saving you over \$86. You are receiving the Ultimate Satin Pocket valued at \$46 and the \$40 Bag absolutely Free for getting started you're your bag tonight. I except Visa, MC, Discover, Checks, Cash and I will even do a Payment Plan and for some that is known as the "He'll never Know plan". We will need to get together again in a few weeks to check up on everyone's skin care needs and make sure everything is working for you--- so be sure to schedule your Personal Make over session and follow up apt with me before you leave? Before we do our individual consultations and have refreshments I want to take you all on a little trip to your closet! *(I do a Closet Close here--See Closet close on the unit website.)* Then Pass out the closing sheets (2 to a page) so they can circle what they want. If they want the bag, they will simply circle \$325. They can start writing the colors they want right on this sheet. In fact you can use it as the sales ticket when they start with the BAG! Have them turn the sheet over to the other side and fill out the questions. I prefer to read the questions to them and have them fill it out while I read. Pick the person most excited and have her stay at the table with you. Have the rest of them get up and go into the kitchen for Brownies with the Hostess. You can See more on individual closing on the website to help with words. Have your date book ready for booking her follow up and literature to give her with your products she is taking home.

(The closing sheets can be found in the Training section of our website www.cindywilliamsnsd.com under Skin Care Class Tools; click on Ultimate Closing Sheet 2 to a page.)

Have the hostess serve refreshments while you individually help each guest with her order. Also have a brush set, spa set, fragrance, color palette or color trays and lipsticks, etc. on display in the kitchen where the guests are having refreshments so they can be picking colors and other items they want for Free for being your next Hostess!

A great way to insure future appointments is to mention P.M.S. or check up facial several times during the skin care presentation.

PMS stands for Personal Makeover Session. Since you spend very little time on color in the Face Race, your customers will want to schedule another appointment with you. If they share their Personal Makeover Session with a few friends, you can give them hostess credit (free product). (Look on the website under Training and then click on Hostess Coaching.)

A fun game to play during the class is every time you say PMS; the first person to raise her hand gets a ticket. Do a drawing at the end.

—or pass an empty small compact around the table each time you say it --- and they mention you said it gets passed.

A Great Way to Share the Marketing Plan at a skin care class is with something we call Treasure Chest Marketing. Look on the website under Training, then Recruiting Tools, and click on, In the Bag. You simply take a clear bag and place items inside that relate to the marketing plan. Guests select an item from the bag and guess how it applies to Mary Kay. If they guess correctly, give them a ticket and do a drawing at the end. This is a fun, interactive way to share more about what Mary Kay offers women.

You could play this game before the class begins, after the skin care and before color, or at the end. After you play the game, have your guests complete the, Share Your Opinion Survey, which can be found on the web under Recruiting Tools. ** Give these completed surveys to your director, so she can help you follow up.