

Beauty Essentials Skin Care Class

Before the Skin Care Class:

- 1. Prepare your Beauty Essentials Collection Rollup Bag to use at your class.**
 - Pocket 1: Miracle Set + Flier (take all of the products out of their boxes)
 - Pocket 2: Firming Eye Cream, Oil-Free Eye Makeup Remover, Microdermabrasion Set + Flier
 - Pocket 3: Color 101 Look (in the presentation rollup, include everything that is included, i.e. custom color compact filled, 2 liners, lip gloss, lip stick, ultimate mascara, cheek color brush, dual-end eye applicator)
 - Pocket 4 aka “Pamper Pocket”: Satin Lips Set, Satin Hands Set + Flier
 - *Set the bag on its side so that the pockets face outward and all of the product is standing up and looks presentable. This will be your display.*
 - *Pull the bag around so that it forms a circle and Velcro it together. Place all of your empty boxes from the product in the center to help it hold its shape.*
 - *Using an extra long roll of clear cellophane, or clear bags from www.mygirlfriendshouse.com, wrap it up and place a bow on top.*
 - *Remember, this is the bag that you will use as your display, not the one that you will demo out of or sell. Those are rollup bags filled with the same products but there is no need to wrap them in the cellophane, etc.*

- 2. Prepare a Beauty Essentials Collection Rollup for each guest.**
 - DO NOT FORGET to preprofile your guests so that you will know if they are Normal/Dry or Combination/Oily, you can also ask if they prefer black or black/brown mascara. This is a great opportunity to thank them in advance for coming and start building your relationship with them, this also really helps with your attendance.
 - To save time, leave out all of the colors in the Color 101 pocket, include only the Custom Color Compact, Ultimate Mascara, and the two applicators. Their specific color sections can be selected and filled at the individual close or “Girlfriends’ Appointment”.
 - *If you are not able to prepare a Beauty Essentials Collection Rollup for each guest, do the best you can with what you have, BUT set this as an immediate goal for your business and reinvest your sales to build up to this level. Remember...”the eye buys” and doing this makes all the difference in your sales.*

- 3. Wrap up a Custom Compact to be your “Girlfriends Appointment” gift.**
 - This gift is to remind you to say the phrase “Girlfriends’ Appointment” at least a dozen times. Using this phrase instead of “2nd or Follow Up Appointment” helps ensure that you will always have classes, not facials, on your books. Afterall, who wants to have a “Girlfriends’ Appointment” without any girlfriends?

- Have the guests pass the gift each time you say the magic phrase, “Girlfriends’ Appointment”. Whoever has the gift at the end of the class gets the EMPTY Color Compact. Make sure to schedule a color consultation for the winning guests to select the color look they would like to purchase to fill the compact. How exciting is an empty compact, they will definitely want to meet with you!
- *Since you have already conditioned your guests to your policy of meeting with them again, they will be asking “When can we get together for my Girlfriends’ Appointment?” instead of, “What’s the Girlfriends’ Appointment?”*
- *If the guest that wins the compact purchases the Beauty Essentials Collection Rollup, which already includes a compact, swap it for something of the same value, e.g. eye primer, extra lipstick or lip gloss.*

4. Prepare “goodie bags” for each guest as a gift just for coming to the class.

- Include a color card, Ultimate Mascara and lip gloss samples (Section 2), lip and eye liner samples (optional), applicators, business card, sales ticket, and Beauty Book. **NO LOOK BOOKS**, save these for *after* you close the class, otherwise you will lose complete control!
- *Make several of these up at once with basic looks that work for everyone, you will book everyone for a second appointment and you can then select a specific color look for them. Having these made up ahead of time saves you time and energy at the class, also you won’t forget anything!*

5. Remember the goals for a *Perfect Skin Care Class*!

- *Sell in Sets!* This is easily accomplished when all the guests take home the Beauty Essentials Collection, but if not, encourage guests to start with the Ultimate Miracle Set (Pockets 1 & 2 minus the Oil-Free Eye Makeup Remover), then the Miracle Set (Pocket 1), or at a minimum, the Basic Set (Timewise 3N1 Cleanser & Moisturizer, and a foundation of their choice). Remember, Mary Kay’s products work together, and skipping a step will not deliver the best possible results.
- *Get at least 2 Bookings & Unlimited Referrals!* Let guests know that it is Mary Kay’s policy for you to meet with them for a second appointment; otherwise they don’t know you expect them to book with you again. Asking for referrals gives your guests a list of the friends that they would like to share their “Girlfriends’ Appointment” with. Remember to utilize the tentative booking approach, you write in pencil for a reason- if it needs to be rescheduled that is better than never having gotten it on your books in the first place.
- *Book 2 Team Building Appointments!* Never, ever, ever prejudge anyone! But... remember to look for sharp women who will be willing to do the work, and that you want to work with. You never know if you don’t ask!

BOLDNESS = BIG BUCKS!

At the Skin Care Class:

“I am so grateful that all of you are here today. And I just wanted to let you know that I am looking for 3 things:

1. Wonderful Customers!
2. Very fun hostesses! You see I get to choose who I spend my time with, and I am looking for fun women who want to have girlfriend time and share this product and pampering with their friends.
3. Women who are looking for a change in their life, women who are sick and tired of being sick and tired, and you have realized that there may be a better way for you than the way that you are living right now.”

Reminder...Closing begins at the beginning of the class, not at the end. If you wait until then it is going to be too late! Remember BOLDNESS=BIG BUCK\$!

That being said...bring out the rollup bags. Put one in front of everyone if possible, whatever you put in front of people is what the mind gravitates to. Make it her bag before she ever puts any product on her face!

“Have you ever gone grocery shopping without a list? Isn't it tough? You're running around and it takes too much time, and then you forget something! Well I want to show you the greatest grocery list in Mary Kay. It is our incredible Beauty Essentials Collection.

Have the guests open up their rollup bags, visualization is key!

“These are all of the products that I would most recommend you to use if you were my very own sister. This is our grocery list that we are going to follow today, so you can be checking off what we have tried and what you love the most as we go through the class.”

Remember, BOLDNESS=BIG BUCK\$!

“And, when you fall in love with our incredible Beauty Essentials Collection, notice I say ‘when,’ the rollup bag you have in front of you is your very own to take home to your bathroom tonight! Now, how many of your husbands or roommates, which ever applies to you, can get excited about you cleaning up the bathroom counter?! Great! Well this is our fabulous rollup bag and your solution to that. It keeps everything organized, and conveniently hangs on the back of the door. And just imagine, the next time you go out of town how easy it will be to pack! Well, at least your skin care. Plus, you can remove each of the pockets, so when you go to the gym, just simply toss in your skin care pocket.

Now, wouldn't you love to have this amazing bag, a \$40 value, for FREE?! Let me tell you how you can do that. When you decide to take home the first three pockets of your Beauty Essentials Collection, you will get the ‘Pamper Pocket’ and the rollup bag

for FREE! This is a today only special for you because you are here with me. The Beauty Essentials Collection retails for over \$400, but today you can take it home for only 299. That is like getting the rollup bag and the Satin Hands and Satin Lips Sets from the 'Pamper Pocket' for FREE. So that you can take advantage of this fabulous today only special, I do accept cash, check, Visa, Mastercard, Discover, American Express, and I also offer creative financing in 1-3 installments and a 'Husband Unawareness Plan.' We will talk more about that later on at your individual consultation."

Remember that closing starts at the beginning; if you wait it will be too late!

"You are all entitled to 3 appointments with me, and today is your first appointment. I am going to share with you today some products that you are going to love, but I have got to tell you, at your second appointment it is going to get really good. You will get to try even more of our amazing skin care line, sample our spa and holiday products, and even allow our professional Mary Kay makeup artists to create a specific color look just for you.

To remind myself to tell you about your second appointment I am going to give myself a crutch, you all don't mind if I do that do you? Like some free product for one of you? We will start with me and each time I say the phrase "Girlfriends' Appointment" pass the gift to the next guest. Then whoever ends up with it at the end of the class wins the free product.