

Kelly McCarroll's Skin Care Class Outline

Have a Skin Care Class with the Sharpest of the Sharpest women present! This means they must have a job or their husband has a job---teachers, bankers, corporate women, etc....

Place call to potential hostess-

"Today I have made the decision to promote myself to mid-management (or directorship) and I only get 3 training sessions with my recruiter/director and it is vital to my business that I receive this training." "Is there any reason why you couldn't come to my skin care class?"

"I was told to find the sharpest of sharpest women and YOU are the sharpest woman I know." "Is there any reason why you can't bring a few of your friends with you?"

"I know you are a woman of your word and I know I can count on you to be there."

Make sure she brings all of her Sharpest of the sharpest friends....this will make sure you have a great class.

What you need for the class:

Roll up Bag filled for each guest

Beauty Books for each guest

Receipts

Mary Kay Products wrapped beautifully to give away---can be any product, limited edition, regular line, old pcg gifts...

Steps to Success Brochure to show the steps up the Career Path.

Your Demo Roll Up Bag

Outline for the Skin Care Class:

Match foundation, and do satin hands and then seat guests.

To guests: "Thank you for coming to _____'s Skin Care Class tonight (or your own). You were hand selected to be here tonight. You can expect the foundation of our business tonight. I will close tonight with the best news of the evening, "how much does it cost."

"By the time you leave tonight you will fall into one of three categories: You will get to decide which category you will fit into."

Say "#1. Customers - if you like the product, purchase the product"

Start by asking, who uses lip liner (nodding head and raise your right arm) who uses mascara, moisturizer (continue until all hands are raised) so they all know they can be a customer.

Say "#2. Bookings - it is the lifeline of my business - the highest compliment you can pay me today is to share this with 2 or 3 of your friends. WHO is willing to help me out and book an appt today?" (continue to nod head and raise your right arm) "For anyone who books today you may run up and grab a prize."

Say "#3. Business associates - I am looking for women who need more, want more and are willing to do the work. I WILL teach you everything that I know" "I will invite you to stay and hear more after the class."

"Mary Kay® always said there is a new beauty consultant at every class, so I invite you to watch me and see if this is something you would be interested in doing."

Tell the guests what they can expect-

"First we will do skin care, that will take about 10 minutes.

Second - the marketing plan - 10-15 minutes.

Third - I will tell you how you can take this wonderful product home.

Lastly, if there is anyone interested in this incredible opportunity I will answer any additional questions."

Start the Facial:

Now start – Have 2 Roll Up Bags handy besides the guest's bags---you'll show these throughout the evening.

Tell the benefits of the miracle set (page 6 and 7 of beauty book) and say **"You will see results with ONE application."** **"To keep your skin healthy, healthy, healthy for a day of young, you'll want the Timewise Skin Care Set, but the Day and Night (miracle set) keeps you young forever."**

Explain to the guests how you do your morning routine; using the miracle set--3 in1, day solution, moisturizer and foundation on face AND night solution on their hand. Make it fit into their routine...personalize it. You'll have a cheek and lip color sample on each tray so they will be ready to do their 10 minute facial with everything. The guests know what they are doing before they have the 10 minutes to do their facial.

– **"Ladies, the first one finished needs to raise their hands and yell 'MARY KAY' gets to select a prize out of the basket; ready, set, go..."** then they do all the steps at this time – you are quiet, walking around the guests in case they have questions.

"Now, doesn't that feel greeaatt???"

Now explain the Marketing plan – Use the Steps to Success to describe career path, discuss the benefits of having a MK business

M money – unlimited earning potential
R recognition
S self esteem

C car program (use steps to success)tags, taxes and 83% of insurance paid
A advancement – self- promotion
B Be your own boss with priorities of GOD first, family 2nd, career 3rd

T tax benefits – miles, gifts, travel

SAY – "I AM LOOKING FOR WOMEN WHO NEED MORE, WANT MORE AND ARE WILLING TO DO THE WORK"

Now for the ROLL UP BAG CLOSE – sell them on 2 and you will sell 1

Romance, romance, romance the bag!

"Is this bag not to DIE for? Wouldn't you agree that this bag is Incredible? O.K., it's a no brainer...you're going to the gym and you just need to take your skin care, just rip off the top pocket. If you need both the color and your skin care, just rip off both pockets." Rip off the pockets while you are talking about the bag.

"Isn't this bag the greatest thing you have ever seen? You really need 2 of them" – if they don't ask why? Say, **"don't you want to know why you need 2 of them?"**

"One you will lie on the vanity or hang in your bathroom – this one will get dirty from the hairspray and perfume floating in the air in the bathroom ... the second one will be tucked below your sink with everything in it just for you so you can grab it and put it in your suitcase for when you travel." Talk, Talk, Talk about traveling and the convenience and the time not spent on putting together your beauty essentials before leaving town. This makes a huge difference.

Say "O.K, now for THE BEST news of the evening – how much does it cost?" "This beautiful Travel Roll Up bag retails for \$409 DOLLARS (say DOLLARS). The value of the bag alone is \$75-\$100 dollars. But tonight because you took the time to be here with me, YOU will save \$110 dollars and have it for only 299 and get the bag FREE. (do not say dollars.) We take payment several ways:

- cash - cash is always good for me
- Mastercard/ Visa/Discover
- Check
- And creative financing - credit/ check / and cash ; a little bit of each."2 checks tonight, one dated to be cashed tomorrow and one for 2 weeks from now.

Nodding head and raising right arm ask - "can we all agree, hypothetically, that everyone has just bought a bag??? O.K.--you've just bought the bag?? Now, you go home tonight and you show your neighbors, your friends, church friends, school friends and they just have to have one b/c you have one?? Who in your circle of influence has to have one simply b/c you do? The 2 people that write down the most names who would like to have a bag too gets to pick a product out of the basket. You've got 5 minutes....GO!"

Speak to the woman with the most names - "Jennifer, would you say you have presold (30) bags? (she'll be nodding yes along with you). Well, you know your situation better than I do - let's see \$300/bag x 30 bags that is \$9000 DOLLARS, which would be better for you - \$4,500 in my pocket or \$4,500 in yours." Move on to the person with next highest number of names and say the same thing. This woman can not object to not knowing anyone or to her inability to sell - she just presold 30 bags

Then say "If you came into Mary Kay, you can come in for as little as \$200 and as much as..., well, let's take a minute..... _____ let's say you invested in a clothing store. What would be your initial investment? (let's say they say \$100,000) Now, if something happened and the store didn't do as well as expected, is someone going to buy back 90% of everything you invested in your store? Now, did you have that money (\$100,000) lying around? No, you had to go get the money for your initial investment, right?! It's your lucky day, b/c you can be fully invested in your Mary Kay business for as little as \$3,600 plus tax and shipping and we take bank loans, VISA, MASTERCARD, DISCOVER, and someone who loves you a WHOLE, WHOLE lot! If you aren't happy with your Mary Kay business you can send it back to the company and they will buy 90% back. Now, if you send all of your products back to the company you can never be a consultant again b/c the company destroys all of your products. By FDA law you have to destroy a consumable product. But, what I recommend is that you bring me anyone and everyone you know to my meeting on Tuesday night and I will sell your product for you. You can order one time and never, ever, ever, ever order again and the Mary Kay police won't come knocking at your door."

By now you know who is really thinking about the opportunity and who wants to remain a customer. Ask those ladies who you think are "tickin'" to stay after the class so you can close them. You want to give them a signed agreement and have a Ready Set Sell brochure ready to show them. Show them the back page where they will get 18 bags for \$3,600--tell them this is what they will need to sell their bags (they probably put 30-40 names on their list so they have already presold the 18 bags).

Close the guests by asking those who want to be #1 Customers.....close them individually....
Close the ladies who booked their classes and give them hostess packets and give them their products.

Finally, close the ladies who are interested in the Business opportunity....have them fill out their agreement (make sure it is signed by you and your director) You can take payment that night for their order and for their Starter Kit. Call your director so she can help your new consultant put her STAR order in that night.

