



Party with a Purpose

To get paid the BEST, you must be the BEST!

- ☞ Be prepared with a MILLION DOLLAR ATTITUDE and remember that everyone has a sign around their neck that says "Make me feel important".
- ☞ Honor the Mary Kay Dress Code by dressing professionally in a skirt. No whining or excuses on this! You can do it! And you will be glad you did!!

- Fall and Winter: Wear a blouse, a great black skirt, beauty coat and black boots or low heels!
- Spring and Summer: Wear a blouse, a black skirt, the beauty coat and opened toed low heels!

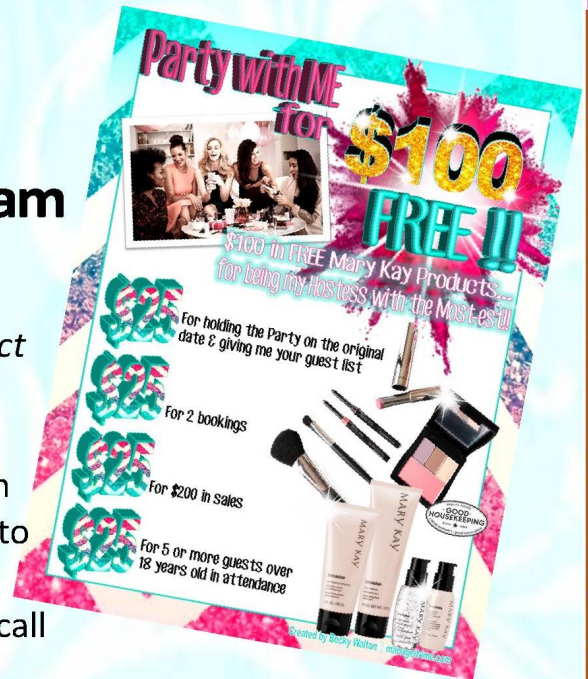
4 purposes of the Mary Kay Skin Care Class

- 1) Ask For Referrals
- 2) Sell the Product
- 3) Get Bookings
- 4) Add Team Members

Coach your Hostess & Hostess Program

A party worth holding is a party worth coaching

- ☞ Explain your Hostess Credit Program
(My average hostess receives around \$100 in free product and I tell her that is the reason that everyone is booking with me.)
- ☞ Give her look books and a sample bag so that she can get outside orders from anyone who might not be able to attend.
- ☞ Be sure and get the guest list from your hostess and call to confirm 24-48 hours before the party.



Party Prep

- ☞ 24-48 hours before the party, call each guest and introduce yourself and tell her that (Mary) is having a party (Tuesday at 6pm) and that she is at the top of Mary's guest list of people she most wants to be a the party. Ask her if you can ask her just a few questions about her skin ...Ask the profile questions.
- ☞ Pack your starter kit including laminated closing sheets.
- ☞ Prepare a few gifts for the hostess to select one at the party
- ☞ Prepare booking bag gifts
- ☞ Name Game gift(s)



PARTY Day

To get paid the BEST, you must be the BEST!

Pre-Party Day Prep:

- ☞ Arrive 30 minutes early
- ☞ Set up your closing station first with calculator, Look Books, product display, datebook, sales tickets, pens, samples and hostess bags...
- ☞ Ask the hostess:
 - “Who is coming today that would make a great hostess?”
 - “Who is coming today that would be good doing what I do?”
 - (Pause) “What about you?”
- ☞ Set up the mirror, tray and profile for each guest
 - Put Cleanser, Replenishing Serum plus C, Day and Night Solution, moisturizer, Eye Firming Cream, Satin Lips, Under Eye Corrector and CC Cream on each tray.
 - Put a goody bag with a Look card, eye applicators, and mascara wand beside each tray

As the guests arrive:

- ☞ Greet and demonstrate Satin Hands on each guest.

Start the Party:

- ☞ Welcome
- ☞ Thank the hostess...

“Thank you so much (*Mary*) for having us all over to your home tonight. We are so excited about this MK Girls Night Out!!! And to show our appreciation, I have a few gifts for you to check out to honor you for being my hostess with the most-est. You can choose one of these incredible hostess gifts... which one do you want tonight as your hostess gift?” (*Show her the different hostess gifts*)



“In addition to the hostess gift, (*Mary*) is receiving free products... My average hostess receives around \$100 in free product so we are working tonight to help Mary get that \$100 free. How many of you could get excited about \$100 in free products? (*nod your head a few times*) Well – I have these booking bags for you tonight. When you decide to schedule a party with me in the next 4 weeks then you can grab a bag –each bag has everything that you need to be hostess and a mystery gift. One bag has the jackpot gift. So at any point if you know in your knower that you want to be one of my million dollar hostesses then just jump up and grab a bag”...

- ☞ Let guests introduce themselves and tell a little about themselves.
- ☞ “I want to thank each one of you for coming today and I am so excited to share with you our awesome Mary Kay products but before I do, I will just tell you a little bit about me”...Tell who you are and why you love your MK business...
- ☞ “As we get started, I always like to tell you that there was not a BETTY CROCKER, but there was a MARY KAY...She started this company 54 years ago and founded her company on the principles of putting God first, family second and career third. She also insisted that we as Beauty Consultants



Start the Party Day continued:

practice the golden rule. She started this company with her \$5000 life savings and never thought she would get outside the Dallas City limits... but that did happen as we all know.

I would love to share with you some things that I offer as your MK consultant and a little about what we are going to be doing today. You are about to try the #1 Best Selling Brand of Skin Care and Color Cosmetics.

First of all, I want to share that we are very interested in helping women love their skin! We have 4 different skin care sets customized for your individual skin care needs. We have invested millions of dollars in research and technology. And we have conducted more than 500,000 tests for quality, performance and safety. We have over 1300 patents on products, technologies and packaging designs.

We also have a 100% guarantee so if I tell you today you are going to look gorgeous in exotic purple eye color and you get home and your don't feel so gorgeous, then call me and we'll exchange it with something you love. We may not get every formula right today, but we have the brand right today, Mary Kay. I come with your products and want your business for a lifetime! So I'll check on you in just a few days to answer any questions, in two weeks for a follow up color appointment, and then every couple of months I'll be in touch! I deliver to your doorstep and shipping is always free with me!"

"There is no obligation to purchase anything today, but if you get the urge to splurge we take MasterCard, Visa, Discover and American Express. We also have a creative payment plan, so if pay day is just around the corner then let me know and I'll share all the details of how this works!"

Start the Facials:

☞ "Here are a few products to start with" *...(you might want to create little flash cards as you learn to talk about these amazing products!)* "...today, we are going to try our Miracle SET! This system has 11 age defying benefits. Get ready to cleanse, exfoliate, freshen, energize, hydrate, smooth, visibly firm, soften, protect, renew and reduce the appearance of fine lines and wrinkles! We are about to create a Miracle on your skin... your makeup and color will look so much better when you are using the miracle set and taking care of your skin....Shout hallelujah because you are about to experience a miracle."



(1) "The first step in the miracle set is the TimeWise 3 n 1 Cleanser" (It's in the 1st spot on the tray. Have guests put on their face avoiding the eye area.) "It performs 3 tasks in one step... it cleanses, exfoliates, bringing the new younger looking cells to the top, and tones and conditions the skin making pores appear smaller. Use it morning and night. *(Have them wash it off their faces.)*

(2) "Eye makeup remover: Oil free – the #1 eye makeup remover on the market!" *(Have them take off any eye makeup)*



(3) "Next we are going to try our BOTOX IN A BOTTLE – Replenishing Serum Plus C... we all need a collagen boost and this serum c provides just that. We all start to lose collagen at the age of 14 so bring on the collagen boost. It's full of the very best vitamin c and it is awesome for your skin." *(Have them put on their faces)*



(4) "Now lets talk about wrinkles! We certainly do not want them! Right!? Mary Kay scientists have discovered the key to help diminish the signs of aging with our TIMEWISE DAY SOLUTION AND NIGHT SOLUTION."





Facials continued:

"TimeWise Day Solution: *(have them put on their faces.)* Has an SPF of 35 to protect you from incidental sun exposure, also has vitamins A, E and C...so it is topical nutrition for your skin... also has calming peptides to relax expression lines. Apply it every morning after Cleansing and Serum C."



(5) TimeWise Night Solution: : very healing for the skin: Nutri beads are filled with vitamin E and this product has collagen enhancing peptides – *apply this on the back of your hand...* normally this is used on your face but today it is going on the back of your hand because we just used day solution. If you want visibly firm and smooth skin, then apply this every evening after Cleansing and Serum C."

(6) "Moisturizer: (Have them put it on their face.) A lack of firmness in the skin is actually caused, in part, by a lack of moisture. Our TimeWise moisturizer helps your skin hold in moisture for up to 10 hours. It's formulated with a patented complex that that reduces the appearance of fine lines and wrinkles by accelerating the skin's natural renewal process."



(7) "Firming Eye Cream: this is the miracle bra for your eyes... lifts , lightens, brightens, and firms all in one step... firm up and brighten around the eyes and makes lines less apparent and adds a ton of intense moisture to your tired stressed eye area... the eye area is the first to show signs of aging... *so be very gentle around your eye area using your ring finger which is your weakest finger.*"



(8) "Under Eye Corrector- Help wake up tired-looking eyes! Mary Kay® Under Eye Corrector is the same formula as Perfecting Concealer™ in a peach shade specially formulated to color-correct bluish-purple shadows beneath the eyes. It adds just the right hint of tint to ivory and beige skin tones to neutralize dark circles and brighten the undereye area, helping to deliver a refreshed, wide-awake appearance. Plus, it layers beautifully with your skin-tone concealer for natural, seamless coverage. Bye-bye, dark shadows. Hello, beautiful!"



(9a) "CC Cream: CC Cream Sunscreen SPF 15*, "Complexion Corrector," acts like makeup to instantly correct complexion imperfections while formulated like skin care to help nurture skin's beauty tomorrow. So remarkably lightweight, you'll look naturally flawless as if wearing nothing at all. *(I normally have every apply five dots - one on the forehead, chin, each cheek and nose - and then apply with the foundation brush.)*

(9b) Or Luminous or Matte wear foundation – your choice to demo either one or both at your parties.

NAME GAME:

... have everyone get out cell phones for their contact list and turn their profile over and have a drawing for a little sampler gift for each person who adds 5 names and numbers of people that would enjoy a mk makeover by you... or give a gift to the first person who gets the 5 contacts written on the back of the profile...



Facials continued:

Color

☞ “Next we are going to apply our color and I’ve given everyone a color card beside their tray...

(1) start with eyes – and explain that we are going to paint by number.. then to apply the eye liner - If you want to open your eyes up go ½ way to ¾ of the way in underneath and on top to really open your eyes or for a more dramatic look go all the way in.

(2) Mascara – I purchase the little disposable mascara samplers and just say now apply a little mascara ---

(3) Cheeks - apply cheek color right on your cheek bone a natural flush of color ... if you get too much you can blend it with some of our fabulous Translucent Powder

(4) Lips – line the natural line on your lips, Lipstick or Lip gloss

☞ **Compliment time:** Everyone look in the mirror and say oh I feel so gorgeous – let everyone tell their favorite thing about their look...

☞ **Clean up time**... have everyone pass their disposable trays and trash to the end of table – have a garbage sack to clean up... clear the table so that all that is left is the **laminated closing sheet**...

TABLE CLOSE WITH THE GROUP - A MUST

“At this point you are usually asking yourselves a couple of questions. The first one is – hmmm I wonder how much Mary Kay costs?? The second one is how can I get it??

The answer to the first question is MK is not the most expensive or the least expensive, we give you a prestige brand at a really great price.

The answer to the second question is that I stock product so I should be able to give everything to you today... if I don’t have something then I can usually get it to you within 48 hours”

How many of you would be interested in hearing about our very best value? (*Shake your head Up and down while you say this*) I thought so.

We’ve put a few things on sale for Mary’s party. How many of you love a sale???”

“Ok, turn your placemat over and I will begin by telling you that Life’s Little Essentials all purchased together is our very best value, but I am going to break it down into sets so that you will know exactly what it comes with.

We are like Sam’s in that when you buy in bulk you save!”



(*Hold up the rollup*) “This is the MK rollup and of course everyone has got to have the MK rollup bag... it’s so awesome because the pockets are removable with Velcro so you can hang it in the bathroom saving all kinds of drawer space and just take off the pocket that you need and then replace it. It’s great because it rolls up for travel. Everyone say... I love the rollup bag...”

(1) The first pocket is filled with the Miracle Set – everyone shout hallelujah!!!

The Miracle set comes with the 3n1 Cleanser that cleanses, exfoliates, and tones and conditions your skin. It also comes with the Day and Night solutions – powerhouse skin care, and your Moisturizer and CC Cream. This set is normally priced at \$115 and it is on special tonight for Mary’s party for \$99.



Table Close continued:

(2) The second pocket is color 101 and it comes with a compact mini filled with brushes and a cheek color, 3 eye colors, eye liner or lip liner, lipstick, and gloss. This set is normally priced at \$114 and it is on special tonight for Mary's party for \$99.

(3) The Third pocket is the "I'll Take That Too" set which includes the TimeWise Replenishing Serum plus C, the Eye Makeup Remover, and the Firming Eye Cream better known as the miracle bra for your eyes. Normally priced at \$103 This set is on special for Mary's party for \$99.

And Just for Mary's party tonight ... When you purchase all 3 pockets, then you receive the ROLL UP BAG FREE in addition to the discounts on the THREE pockets."

"Now you can be an eventually girl and eventually get it all and pay \$367 or you can purchase it tonight all together for \$297. "

(Sometimes I will do a little 2 minute marketing thing right here – talking quietly – especially if I've seen some of these customers several times--- I'll say, "Some of you don't need to purchase Mary Kay tonight and you know who you are ... some of you have everything in the Look Book and more because I have seen you at my last 5 parties... you are very familiar with our whole Mary Kay line – you have seen me do this and you know exactly what to do.... some of you know that it is time for you to order your starter kit... there is a picture of the starter kit on the back of your placemat... if you want to start your business just talk with me afterwards. The rest of you totally need to purchase Mary Kay so here are the Look Books.")

☞ Give out Look Books and take each person individually to close.

Just ask if anyone is in a hurry... take that person first or choose the most excited person...

Just say "(Karen), why don't you come first - grab your profile and come check out our Mary Kay store."

Individual Close (Closing Station):

☞ When you sit down with the guest at the MK store (closing station) say...

- "Tell me how does your face feel?" ... let her answer
- "Did you have fun tonight?... great..."
- "Well (Karen), if money where no object, you just inherited a million dollars, which set would you choose?" ... listen
- "What are you thinking about life's little essentials? Would you like to start with that..."

How bout the Miracle Set?...

(IF MONEY IS AN ISSUE JUST ASK IF YOU CAN MAKE OUT HER DREAM LIST AND DIVIDE IT INTO A COUPLE OF PAYMENT...Get her card number AND HAVE HER CHOOSE DATES for you to run her card ... ONE FOR TODAY AND ONE FOR THE NEXT PAY PERIOD...)

☞ Then... to every guest say... "(Karen)... at every class I always select a few people I would most like to have as a future hostess and today I've selected you. Tell me, is there any reason why you wouldn't want to grab a bag with a mystery prize and partner with me to get that \$100 in free product like (Mary)? All you have to do is have you plus two friends or a strive for five for us to begin working on that \$100 free....

- If she says yes then say, "Which is better for you the first part of the week or the last part of the week?"
- If she says no... then say... "Oh, (Karen), let me tell you the reason everyone is booking with me .. the reason my datebook is so full is because my average hostess is receiving \$100 in free products. Why don't we pick a tentative date for you to do 'a you plus two' so that we can begin working on getting your free products and that will help (Mary) tonight with her hostess credit. Which is better



Individual Close continued...

for you the first part of the week or last? Morning or afternoon? One O'clock or Two O'clock?

Then she grabs a bag – and opens it and I go over the hostess credit plan and put the dates on the invitation for the party. (Hostess credit is only given to *Mary* when *Karen* pencils in a date...)

☞ Then say to the guest... (*Karen*) – at every party I select a few people I would like to have on my team and today I've selected you. Tell me (*Karen*), is Mary Kay something you would think you would ever consider for yourself now or sometime in the future on a part time or fulltime basis, I think you would be great. I think you would be great because you were (*the life of the party – or whatever sincere reason that you have.*)

☞ Regardless of what she says ask if you can send something home with her to read.

"Would it be ok if I just sent you with something to read about this Mary Kay career. It might not be for you, but you may read this and think of someone that would be good or this might just be what you are looking for."

☞ And then ask the next guest to come in with her profile and repeat....Repeat the steps until all the guests have been to the closing station.

☞ Get everyone there's purchased products.

Hostess Credit Closing:

☞ Give your hostess her hostess credit and ask her if you can visit for just a minute about the career opportunity and offer her an additional free product gift for listening...or for coming to your next million dollar meeting...(Using one hostess program)

| Hostess Program: Party with Me for \$100 FREE | Hostess Program: Hostess Credit Formula |
|---|--|
| \$25 for holding the party on the original date & giving you the guest list | 10% of the total sales in free product for hosting the party |
| \$25 for 2 bookings | 15% for one booking |
| \$25 for \$200 in sales | 20% for 2 or more bookings |
| \$25 for 5 or more guests over 18 years old | (I figure hostess credit on sales without tax.) |

☞ Then share with her that at every party you always select a few people that you would most like to have on your team or work with and say... "I'm just curious... Is Mary Kay something that you would ever consider for yourself on a part time or full time basis, now or sometime in the future?"

●If she says - YES, I was thinking about doing something like this.... And am very interested... then you can say something like... "Great - Is there any reason why we couldn't go ahead and get your starter kit ordered?" (*Show her the picture - and share that we have an orientation for new consultants this week so it's a great time to get her business started. Grab your Ipad and have her submit an online agreement.*)

●If she says anything else besides yes, then just ask her if you can leave her with some information to read about it For herself or incase she thinks of someone that might be good.

●If she seems very interested but needs more info then schedule a time for coffee or invite her to your next weekly success meeting to learn more! Offer her a gift for that appointment!

TADAH!!!!