

13 STEPS TO A SUCCESSFUL SKINCARE CLASS

Call to BOOK – Coach to HOLD – Close for RESULTS

1. UPON ARRIVAL

Your table setting should DAZZLE your guests! Think color, season, theme, chocolates, personalized place cards etc.... Match the hostesses' foundation upon arrival to save time later. The hostess is given the place of honor at the table. At her place setting she receives:

- Full brush set to use
- Have her colors (eye and cheek) of her choice. Be sure to include mascara, lip color choices, gel eyeliner or sample eyeliner, highlighting pen, translucent powder, finishing spray etc...
- Door prize BEAUTIFULLY wrapped or bagged with tissue where everyone can see it! Romance the prize because that's what they are earning tickets for.

2. **DO SATIN HANDS** - then have guest begin filling out the front side ONLY of their customer profile cards

3. **PLAY THE PURSE GAME AS AN ICEBREAKER – M.R.S.C.A.B. (use a dream book for added power)**

4. **HAVE EVERYONE INTRODUCE THEMSELVES** Thank your hostess for opening her home and thank the guest for coming. Appreciate the hostess and then say:

"I want to get to know each one of you so I'm going to go around the table and tell me a little about you." Name, how they know hostess, what you like to do when you're not here hanging out with us... Introduce yourself LAST and tell your 2-minute i-STORY: what you did before MK / How you came into MK / How your life, family, finances, self-esteem have changed since / What you love most about your MK business / The next BIG win you are working toward

5. TELL THEM THE NIGHT'S AGENDA

I always find it helpful to explain quickly how I run my business! So, at the end of our appointment today, **should you decide** to become a personal client of mine here's what you can expect: today, since it is your 1st consultation with me, will be ALL about skincare. Your 2nd appointment, which is your **Advanced Color Session**, will take place ideally within the next week or so. At that time we'll check the progress of your skincare and make any adjustments needed as well as creating Your **Advanced Color Look**. That appointment can be just you and I one-on-one OR you can include a couple of your girlfriends like Suzie Q here in exchange for some FREE product...!!! Tonight has 3 parts:

Part 1..... is skincare. I don't care if you buy the most expensive foundation in the world, it only looks as good as the skin you put it on. That's why in Mary Kay we ALWAYS focus on skincare FIRST. So tonight each of you will receive advanced skincare including our most popular supplements. My goal is to have you confident that you are using the right steps and the right formulas for achieving your BEST skin TODAY

Part 2..... is **Advanced Color!** I've created a custom color look for our lovely hostess _____ using some of our best-selling products! We will start with flawless foundation, then I'll teach you some of the latest trends in color application and techniques. Then, when we're all done I'll snap a pic of _____ and put her in my Model Portfolio! Since I can only do one at a time this way, you'll be getting your own custom look when you book your **Advance Color Session** with me. So if you've always wanted to know how to do your eyes, or how to select the right colors for you, or how to match your skin tone with the perfect foundation...those are the things we'll be discovering at your 2nd Appt.

Part 3..... is your individual consultation. That's where you and I will review your profile card, one-on-one. I will answer any questions you have and make an expert recommendation on your skincare regimen that fits your needs and your budget. That's also when we will pick the time and date of your **Advanced Color Session** and decide how much free product you want to receive at that appointment!

6. LIST THE 4 ESSENTIAL STEPS TO EVERY GREAT SKINCARE SYSTEM

1. Cleanse
2. Exfoliate
3. Protect
4. Hydrate

BRIEFLY Explain the 4 different skincare sets and that every woman in the world falls into one of these four categories and most will fall into more than one, which is perfectly fine because **all** MK is compatible...its ok to mix and match.

7. START FACIALS – this should take no more than 10-15 min (***Give guest the option to leave their eye makeup intact and finish with a CC cream foundation or they can remove it all if they are just going home and going to bed***) Have guests wash their entire face with the cleanser. Ask them do to the rest of the products on only half of their face so they can see and feel a difference at the end. **Don't talk too much!!!** Rush through this part to show them how quickly it can be done!

- 1 Cleanser
- 2 Skinvigorate brush = pass around for everyone to try on back side of hand
- 3 Microderm / Pore Minimizer
- 4 Collagen Boosters = Volu-Firm Lifting Serum / TimeWise Serum +C
- 5 Deep Wrinkle Filler
- 6 Day / Night ...depending on the time of day put one on backside of one hand and the other on the face
- 7 Volu-Firm Eye Renewal / TimeWise Firming Eye Cream
- 8 TimeWise Age Fighting Moisturizer
- 9 Lip Mask

8. REFERRAL GAME – This is the very last part of the skincare and while the lip mask sets say:

Time to earn some TICKETS!!! *Grab your cell phone and your pen! We're gonna play a game!* (Hand out blank sheets of pink copy paper and explain how the game works) *This isn't "SCARRY KAY" I'm not going to stalk your friends or even call them. I will offer them via text message a gift certificate for free product and an opportunity for a one-on-one consultation with me. If they say "NO" I say "NEXT"* [When you're done, have them wipe the mask off and apply the balm] Give guests one ticket for each name they put down.

9. HOSTESS COLOR MAKEOVER! ***IF IT'S DAYTIME, OFFER PRIMER, CC CREAM AND A MINERAL FOUNDATION BRUSH TO ALL GUEST AT THE TABLE SO THEY DON'T HAVE TO LEAVE WITHOUT MAKEUP ON*** Guide the hostess through her makeover—10-15 minutes / while hostess is applying color you can give a few tips as she is applying so the guests can learn some of the latest trends and techniques from a pro! Then, Go around the table and ask

Everyone: *"What difference do you see or feel from one side of your face to the other?"*

Hostess: *"What do you love most about your look?"*

Guests: *What do you love most about our hostess's look?"*

10. DRAW FOR DOOR PRIZE and then REVIEW THE LOOK BOOK or SET SHEET

Show them QUICKLY where each of the products they tried are located in the book or on the set sheet and have them circle the product.

11. TONIGHT'S SPECIALS

This is my favorite part of the class! This is where you get to find out how to take all your MK home with you!!! Tonight I have 3 Special Packages for each of you to choose from GOOD FOR TONIGHT ONLY:

- 1) Starter Kit – This is option #1 for taking your product home tonight (show pic of starter kit and all that Comes in it)
- 2) Save on Sets! Review the specials on the set sheet and how they can earn a FREE travel roll-up bag (hold up the bag)
- 3) Additional FREE gift to go home with when you book your Advanced Color Appointment TONIGHT!!!

You can pay with a card, cash or check. You also have the option of “Sarah’s creative financing” which can be applied to any purchase. It’s half up front tonight and the other half in two weeks. It’s like lay-away only you get to take your stuff home tonight!!!

12. TABLE CLOSE

Customer Name: Suzie Q. Customer Telephone: _____ Birthday: _____

8. What skin care products / brands are you currently using?

9. Of the products you tried today, which would you add to your wish list?
miracle set - micrederm - satralips
eye cream - travel bag - skin brush
deep wrinkle filler

10. Of the products you tried today, which ones would you like to take home?

11. Give your friends the gift of a complimentary facial. Please list friends who would enjoy some extra pampering:

Today's Date: _____ Foundation Type and Shade: _____

DATE	COMMENTS
Private	A
Share	B
Model	C

*Prior to contacting referrals via telephone, text or email, you should consider whether such communication is consistent with state or federal "do not call" and/or "spam" laws and regulations. To comply with applicable laws, you must not forward or share information from the customer profile card without permission from your customer.

Now grab your datebook and come around to each person and look at the back of their profile and ask the following questions **in this order**:

13. INDIVIDUAL CLOSE****SELL first****THEN book ****THEN recruit****in that order!!!

1. Did you have fun? How does your skin feel? What sets are you most comfortable starting with tonight? Keep asking what else until she stops ordering. (Remind her of the option of 2 payments....½ now and the other ½ two weeks later...)
2. For your Advanced Color Session is during the week or weekend better for you? Afternoon or evening?...etc... Always give her two options. Show her how much she gets FREE for sharing that appointment.
3. Follow up on the business opportunity RIGHT THEN or WITHIN 24 HOURS depending on what she circled.....OR ELSE YOU'VE LOST HER!!!

**GOAL: 2 new bookings, \$400+ in sales, 10 referrals per face and 1 new team member from EVERY party!
Isn't it worth making the time to BOOK AND COACH in order to SELL AND RECRUIT?!**