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You want to show up 30 minutes prior so you aren't frazzled. You can get your table set up and talk with the hostess.

Tips:

Put a satin hands by the sink.

Set up your placemats first, mirrors on top, headband, clear tray inside mirror, customer profile card, receipt, pen, mascara wand, eye applicator, & a lip gloss sample.

Place cloths on a plastic plate or plate so you can wet and warm up when cleanser is on their face.

Do not put product in tray until guests show up so you don't waste so much product.

Set up name cards which are in your starter kit or you can do name tags.

Place flip chart on the table to guide you if you would like.

Place your roll up bag in the center of the table

1st pocket- skincare

2nd- eye make-up remover, eye cream, foundation primer, cc cream

3rd pocket- color mini palette (the one you got as a free gift when placing your order. Mascara, Lip gloss, or cream eye-shadows (beach blond or pale blush)

4th- satin hands and satin lips

Place hostess gift wrapped on the table- you can give her whatever you have a lot of in your store... satin hands, mascara & gloss, mask, whatever.

As guests are coming in match their foundation & write color on back of their card so you know what their color is when they order it.

(If you have a large group do cc creams: if it's small you can do the matte wear foundation.)

As they are coming in you can do satin hands on them separately or in a group before you start.

Set up closing spot in another place other than where you had the beauty experience.

- datebook
- Pen
- Look books
- Business cards
- Money bag with change
- Hostess packets
- Closing placemat
- (Take roll up bag from the center of the table when walking over to close out your guests)

Outline:

Welcome - introduce yourself

Thank the hostess and give her a gift

Have everyone go around the table and share how they know her, fun fact about themselves & what they do.

Share your “I STORY”- 1-3 MIN

how you started, what you first thought of MK, what you want to accomplish, what you love about it, how you have grown.....

Start off by saying this is the first of two appointments. Today we are focusing on skin-care and a quick “dash out the door” look. When I meet with you at the end we will book our follow-up. You want to say “at your follow- up at least 7 times throughout beauty experience.”

Talk about 1 minute about company & products

Dermatologist tested

Non-comenegenic

Fragrance free

We do not test on animals

100% customer satisfaction

56 years in business

Based out of Dallas, TX.

Mary kay was the founder and her philosophy that she based the company on is “GOD-
FAMILY- CAREER”

We work by the golden rule

So important to use a good skin care regimen and keep your skin-care & foundation the same. If not it can cause chemical warfare on your skin.

Every night you don't wash your face you can age by 7 days

Today we will be using the Time-Wise 3D system

Cleanser

Oil free eye make-up remover

Eye cream

Day Cream- (I use the day if its day and night if its night. Whatever I don't use I have them try on their hand)

Night cream

(Learn 3/4 power words on each product to describe while they are putting on their face.)

Foundation primer

Referral game:

While that is sitting on their face I have them do a referral game.
You want to walk away with 20-100 referrals a party. That is your future business.

Ex... “Okay ladies get your phones... we are going to play a game. Whoever has the most names is going to win a prize. Okay right down a friend or someone you know that loves make- up and skincare. Has kids and needs to relax, business women, mother daughter duo, sharp women.....”

Then foundation goes on their face next

Cream eye- shadow or just mascara
Lash love- lengthening & separations
Ultimate for fullness or curl

Blush or bronzer

Lip gloss (Fancy Nancy and Cafe au lait look good on everyone) use lipstick for over 40
Lipstick choice: rosewood

Compliment game

Table Close:

Use closing sheet to show sets
Enthusiastically show each set and promote roll-up bag

Take each one by one & take to closing spot.

Take the most excited first if you can :)

Closing spot dialogue:

1. Did you enjoy today?
2. What did you learn about your skin?
3. From all the sets you tried today looking at the placemat which SETS would you like to go home with?

Encourage her and walk her through the best solutions for her. (You want her to take home skin-care and foundation most importantly.)

Write up purchases on the ticket. Circle the amount and say, “how do you want to take care of that?”
They can pay cash, Venmo, cash app, credit card

1. Now we are going to book your follow-up. This will be an appointment with you and me or with friends where you can EARN FREE product.
2. Would you rather have ME or FREE?

Try your best to tentatively get an appointment.

- write her appointment on her Look book on the back and the later on you will text her an invite for her future party.

You can give them their product there or bring to them the next day

Sharing the opportunity:

Mary Kay said to share with everyone. There is ALWAYS a new team member at every beauty experience.

You can share at the table where you did beauty experience or in the living room area.

- give them the colored marketing sheet with the starter kit

Sharing:

Having your own business and being an entrepreneur is really smart right now. Businesses are going out of business and women having control over their finances is SMART. The future is entrepreneurship!

Why Mary Kay

We have been in business for “56” years we know what we are doing and we have LEGACY
We have an incredible culture and sisterhood
Great training & guidance
Incredible products... you will look 10 years younger
Praise/ recognition
No- territories
No quotes
You are your own boss
What you put in is what you get out
Philosophy- GOD- FAMILY- CAREER

3 Ways to make money

1. 50% on all sales
Benefit- consumable
Women always will need cosmetics
When women are depressed they turn to alcohol, tobacco or cosmetics
2. Team building- residual income
Fun and rewarding
Commission on top of 50%
Anywhere from 4-36% depending on how big your team is
3. Car program
Yes you can earn a car
1st car: \$425 or 85% of car insurance paid
2nd car: \$500
3rd: \$900

You will grow your confidence, have fun, make a difference & enrich other's lives

Only \$100 to get started

You receive over \$400 of product

Incredible

It's like Christmas coming to your home

You can work it three ways

1. Personal use
2. Part time- few hundred dollars a week
3. Full time- replace income, car, 6 figures, security

The best part is you have 90% buyback on your business

Nothing to lose

So all you would do is fill out an electronic agreement and we can get you started.

Fill out form:

Pass round the "I love your opinion form" or closing sheet to get their name, number, interest level.

What appealed to you?

Why would you be good?

Concerns

Scale of 1-10 where their interest lies.

Layering is key: some will join on the spot, some need to meet your director, have coffee with you, watch a video.

Use our area app for layering tools

DARE Area pp

Passcode: username: mk passcode: mk

Click on "team building" and there are videos to relate to all types of women.

REMEMBER PRACTICE MAKES PERFECT THE MORE YOU DO IT THE BETTER YOU WILL BE.