

## Scheduling Your Power Start

Call each person on your booking list and say..."\_\_\_\_, this is (your name). Do you have a minute? I have started a new business and I am very excited. I've joined Mary Kay Cosmetics as an Independent Beauty Consultant!! I am in the training phase of my new business and I need to practice by giving pampering makeovers on 30 faces in the next 4 weeks. And get their opinion of the New Mary Kay products that have just come out!! Is there any reason why we can't get together in the next few weeks? Great! Since I have a goal to reach 30 women...could you share your appointment with a few friends? You will get lots of FREE products! When is better for you, day or evening? I still have these 2 dates available: \_\_\_\_ and \_\_\_\_, will one of them work for you?

## Turn a Single Appointment into a Class/Party to Maximize Your Time

I am very excited about getting together with you on (date) at (time). By the way, I can do 2 or 3 faces as easily as one, so if you would like to share your appointment with a few friends then I will have some great gifts for you plus lots of FREE MK. The more, the merrier! And you know as women, we rarely ever powder our noses alone. I'll call you two days before the appointment to see how many friends will be joining us. This is going to be so much fun and you will learn so many new tips. If you have any questions, before feel free to call me.

## Tentative Date Booking Approach

When response to booking approach is "I just don't know when I could or I'll check around and get back to you" . . .say,

"I understand, I stay very busy too. Here's what we can do, let's set a **tentative date** with the understanding that after checking your calendar/with your friends and you see that we need to change the day, you will contact me as soon as possible. I would be disappointed if you checked with friends then after many calls you found a good date for you but I was already booked and we would have to start all over. Let's find what will work for you and me and mark it in pencil. Day or evening best for you and your friends?

## Pre-Profiling Your Customers

"May I speak to (Name) please? My name is (your name) with Mary Kay and I'll be Consultant at (hostess name) party/class on (date). Do you have just a minute? I'd like to ask you a few quick questions." (Go over the left side of the profile card with her. She can do the rest at the appt) After the question about what changes she'd like...you say, "great, I have the perfect thing for that and I'll be glad to show it to you at the appt. The class will begin at (time) and if you could get there 10 minutes early, you'll get a hand pampering before we start." "Thanks, I'll see you then, we will have so much fun."

## Cracker Jack Recruiting Talk

This is my favorite page because I get to share with you why I love MK. (Tell 2 or 3 things that you like and what goals you have for your business) Now I am going to ask you all to be my Headhunters and if you know of someone who might be good at Mk...if she's a qualified new team member then you will get \_\_\_ free from me. You get to see what we do...make women feel good and look good and we average \$25/hour per appt. Hundreds of women make over \$100,000/year plus hundreds of FREE cars from Grand Ams to Cadillacs. If anyone hear is interested in getting more info then I will be glad to give you packet before you leave. Now on to skin care....

## Consultation with Guest alone

As you talk with each guest individually, ask ...

- “Doesn't you face feel great?” Smile and nod
- “Aren't you excited bout having a softer, more radiant complexion?” Smile and nod
- “Wouldn't you agree that the Day Radiance Foundation evened out your skin tone?” smile/nod
- “Did you enjoy the class?” smile/nod
- “Did you feel like you learned something?” s/n
- “(Name), were you as excited about how good you looked in the mirror as much as I believe you were? You know your situation a whole lot better than I do. It's up to you, I'll work with you either way. Would you rather splurge and pamper yourself with that extra touch of class that comes with the Basic Plus Basic, or would you feel better just starting with our Goddess on the Go Collection?”

## Closing Your Class

Have everyone fluff their hair and have compliment time. Go around the table and have everyone say what they like best about the way each guest looks. SAY . . . “At this point, everyone has 3 questions: How much does it cost? How can I pay for it? When do I get it? I'm happy to tell you that I have most everything with me tonight so you can take it home and start using it right away. And to make it easy for you, I take checks, MC and Visa.” Explain your 3 sets, give the price for each set and what comes in each. Let me help you put this into perspective...how much would you say your favorite outfit costs with shoes, etc? How often do you get to wear it? With MK, you feel great everyday and your skin will thank you years later!

## Booking Approach From A Class

“At your second makeover what would you like to learn more about?” “I guaranteed you more than one appt! When we get together for your second facial, is there any reason why you couldn't share it with 3 or 4 friends so you can get more FREE MK? Would you prefer a makeover class, skincare class or pampering party?”

### Recruiting Approach at an Appt.

\_\_\_\_\_, there is just one more thing I'd like to say, because I believe it ...I really do. I believe that you would be good in Mary Kay because you are \_\_\_\_\_. With the proper training, don't you believe you could do most of the things you saw me do tonight? It would only take about 20 minutes to show you how easy it is to make \$200 to \$1000 in your first 30 days. Would that kind of money be helpful to you right now?

My schedule is kind of tight, could you stay for a few minutes after the class or would tomorrow be easier for you? Whichever is easier for you would be fine with me.

### Opening of a class/facial/party-first page

-thank you everyone for coming, especially Host  
-We have 2 guarantees in MK. 1-products and 2-more than one makeover  
-MK will save you time and money. Time-I'm your personal Consultant, no more malls or walls.  
Money-guarantee so no buying mistakes  
-I'm going to talk for a few, you are going to play with some tips and then I'm going to talk to each of you one-on-one to answer questions  
-No obligation but if you are tempted then I do have products on-hand and I take charge/check and cash plus I have payment plans available like the Husband proof plan..some cash, check and charge

### Inviting Guests

**TO A MEETING:** \_\_\_\_\_, every week my Director asks us to bring models to our training because we don't use mannequins. Plus I get a prize for bringing 3 guests in my first month. Can I count on you?

**TO A GUEST NIGHT:** We're having a special guest night on \_\_\_\_\_ at \_\_\_\_\_, and I'd love to have you as one my special guest. It will be so fun!

**TO LISTEN TO THE MARKETING PLAN:** Our unit is in a contest to tell 30 people about our company during the month of \_\_\_\_\_. Could you give me 15-30 minutes to help us meet our goal? I don't know if you would ever consider this but I do think you'd be great because you are so \_\_\_\_\_. Best time?

### Call for Reorders

Hi \_\_\_\_, this is Julie with MK. Have a minute? I was calling first to be sure you are pleased with your last purchase? Great, I have some wonderful deals going on tonight like \_\_\_\_\_. Would you like to take advantage of any of those sales? We do have some great new products just in...would you like me to pop by and show them to you or should I just tell you about them now? Can I add any of them to your order? So now let's see what you have run out of or you are too low on...can't have a MK emergency. Haha. You are welcome to put me on hold if you need check your bathroom? Will that be one or two? Do you need a coordinating \_\_\_\_ to go with it? Thank you so much I'll be delivering on \_\_\_\_\_ or would you rather pick up before?