

*When you arrive pick out a “look” for your Hostess and have her apply 2 or 3 eye shadows, pencil and mascara before her guests arrive. The “Look Cards” are a good option to choose from also.*

*Have the Hostess do Satin Hands on the guests as they come in and AFTER you have them fill out their profile card. Match their foundation shade and have them write the color in their beauty book. Choose a lip color that they would be comfortable with.*

**“Don’t your hands feel wonderful? That’s what we are going to do to your face now.**

**“We're going to do 3 things:**

- 1. I'm going to tell you about the company and what you are entitled to.**
- 2. I'll verbally instruct you through a facial. We will be focusing on Skin Care today and Basic Glamour.**
- 3. Then we'll have a private consultation... right over there.**

**This is not to twist your arm, but to choose the colors that are best for you, answer any questions you may have and set up a time for your 2nd appointment. “**

**“Great! What we're going to do at this appointment is focus on skin care – we can do a supplements or a personalized glamour look at the second appointment . . . just like \_\_\_\_\_ (hostess's name) is getting tonight. “**

**“Before we get started I'd like to take a minute and go around the table and meet each one of you and find out a little bit about you. Tell me WHO you are, and how you know the hostess and a little bit about your family or career...or both.”**

**“You are entitled to a complimentary facial today and another one in a week to 10 days. We call that a "check up from the neck up.” This can be shared with some of your friends, which allows you to get your products at a discount; just like (hostess's name) is tonight. Let’s give her a round of applause. I appreciate your integrity.**

**You are under No Obligation, but of course we hope you fall in love with everything and want to take it home with you. I do have the products with me and we accept MC/VISA/DISCOVER, Check, Cash or again, share your second appointment with some friends just like (hostess's name) is tonight. We can talk about that more at the individual consultation.**

**How many of you have a drawer of make-up you are not using? We do have 100% satisfaction guarantee. There are 3 steps to the Basic and I happen to be the 4th. I want to make sure you are satisfied. If ever you have a product that is the wrong formula or color please call me and we can switch that for you.”**

**“Now let me tell you why so many women are attracted to Mary Kay.”**

*Do a brief “I” story...why you started and what you love and what you are looking forward to.*

**“At your current job or situation...do you have all the freedom and flexibility in the world?**

**If you wanted to take off because of a sick child, parent or just wanted to enjoy the day...could you?**

**Are you constantly being praised for a good job?**

**Basically being told that they are successful because of you.”**

**“At your current job or situation right now...if you gave it your guts for the next 5 years could you change your financial situation?”**

**“If the answer is no to any or all of these please watch what I do today. I would love to tell you more about my job. This may or may not be for you, but you may know of someone who would be great after training and I give \$40 in free product if you recommend someone to me and the company accepts them. But please keep yourself in mind. I'd also like all of you to be my specials guests at our next function and I have some literature if you'd like to take it home to learn more about our Mary Kay**

**opportunity. We can talk about that at the individual consultation too.”**

**“Look at your Beauty Book. All of our products of the Basic are designed to work together. Please do NOT ask me to break these up. They are like a recipe. If you leave out the sugar and the eggs you don’t get the end results...if you leave out one of the steps you won’t get the end results either.”**

**“Please write in your book on the bottles. Write morning and night on each of the bottles. That’s when you will use these...morning and night”**

**“All of our products are 100% fragrance free, they are safe for sensitive skin and non-comedogenic, which means they are non-pore clogging. You will be pleased to know we do not test on animals for over 25 years! We gave a Million dollar grant to the Johns Hopkins University for alternatives to Animal Testing. I am also very proud that our company has established the Mary Kay Ash Charitable Foundation to fund research for cancers affecting women today and a support group for the problem of violence against women and children.**

**“I consider it a privilege to share the Mary Kay products with you and hope I can serve your future needs in skin care and color cosmetics.**

**Mary Kay Ash started this company in 1963 and it was created by a woman for women, where women can run their own small business without sacrificing the priorities of faith, family and living by the Golden Rule.**

**We actually are a global company in 35 countries and growing and we are the 6th largest skin care company in the world with less than 4% of the US Market. I am so proud to represent Mary Kay Cosmetics.”**

**I will enroll all of my Basic Skin Care customers in a very special Preferred Customer Program where you’ll receive 4 fantastic mailings and colored brochures once a quarter where I will offer a “unique” gift-with-purchase! So be looking for the Look Book to see what’s HOT and HAPPENING in the latest cosmetic trends.” Also - I offer a 50% discount to all of my Basic Skin Care Customers at their 2nd appointment when they share that appointment with at least 3 of their friends. We again can talk about that at the individual consultation.**

**“We are ready to begin.  
Clip your hair back.”**

**“Before we would wash we would use this Oil free eye makeup remover to remove our eye makeup. This is very important for this tender area. It also conditions the eyelashes so they are not dry and brittle and prevents them from splitting and breaking off. You would use a cotton ball and just wipe off. I’ll demonstrate with an eye pencil marked on my hand.”**

**“Cleanser – wipe off with warmed cloth.”**

***Apply Satin Lips mask – wash off with the same facial cloth. Also apply the satin lips balm***

***Always ask positive Questions***

***“Doesn’t that feel great, doesn’t your skin feel smooth etc.***

**“I’m so proud to be introducing you to the #1 best-selling brand of skin care in the United States for over a decade.... Mary Kay’s skin care regime ... our TimeWise products ...most purchased by women in America!”**

**“Now we are going to try our Day Solution with a SPF of 35. It is part of a 2 step system the Day & Night Solution. Together**

**they will be keeping you younger looking and this is one of our supplements and part of our Miracle Set. This is not a moisturizer.**

**Look at the chart in your book and see the benefits with using this along with the TimeWise Basic.”**

*Have ladies apply Day Solution.*

**“Now I want to tell you about some of our other supplements. Please write in your book right between the cleanser and the moisturizer bottles – supplements. Most go on before the moisturizer. “**

*Talk about the microdermabrasion, deep wrinkle filler and acne gel.*

*Highlight on the product by reading a little about each of them.*

**Have them apply the Firming Eye Cream. This moisturize your eye area. Women always age the fastest around the eyes, the neck and the back of the hands because there are fewer oil glands..that is why we must moisturize these areas.**

***Have the younger girls apply Acne Treatment Gel in acne prone areas – morning and night.***

**“Now it’s time to moisturize – do this every morning and night.**

**Age Fighting and Oil free – hydrates the skin.**

**We do have a foundation primer too...we can use that at the color class when we get together again. This is a technique that provides a perfect canvas of the skin.**

**After the moisturizer is on, I suggest you use the concealer under the eye area and/or around the nose and to cover up any blemishes. I suggest you use your ring finger and pat in towards your nose.”**

**“Next is the foundation. Go ahead and apply this one section of your face at a time.”**

**“Some people don’t like to use foundation - it feels thick and heavy - but you’ll notice how nice and light and natural it looks and feels.**

**This needs to match your skin tone.**

**If your foundation is darker than your skin tone it will age you 10 years.**

**We need to wear a foundation to protect our skin from all the pollution out there. If we don’t put something on our face to protect it, our pores will get filled with the pollution.**

**We say “You can wear protection or pollution.” We suggest protection.”**

**“Feel your face – doesn’t it feel good?  
That’s our Basic – the most important part  
– taking care of your skin. Again, we don’t  
break these up. The TimeWise Basic is just  
66 (*DO NOT SAY DOLLARS*). We have  
more ounces in our bottles and they cost  
less than what’s in the department store.  
The Basic is the most important  
part...taking care of your skin! Remember  
- becoming a Basic Skin Care customer  
tonight will give you a one time offer of a  
50% discount at your 2nd appointment  
when you share it with at least 3 friends.”**

**Now it's time to move on to the glamour  
products.**

**“Glamour products are used to highlight  
your features. You want people to say,  
"How nice you look." Not "did you see all  
that *gook* she had on?"”**

**“First we need to set your makeup with the  
Loose Powder, – apply with a cotton ball.  
Brush down on your face.”**

**“Now apply 1 color on the eyelid. This goes  
from the lash line all the way up to the  
eyebrow. This highlights the lid without  
adding much color. There are different  
applications for 2 – 3 colors, which you’ll  
get at your 2<sup>nd</sup> appointment.**

**You can see accent colors...that our Hostess  
\_\_\_\_\_ has on right now. You can  
see how it accents the color of her eye.”**

**“She also has a pencil on to define her eye. We have different colors to enhance your look. Again we will give you your own personalized look at your 2<sup>nd</sup> appointment.”**

*Now everyone applies mascara.*

**“The blusher is the next step. Tonight I’ve given you a neutral cheek color - this will go with most anything. To apply properly – smile and find the center of the ball of your cheek and draw a line from the top of your ear to the center.’**

*Apply blusher.*

**“It is very important to apply a powder over your blusher too. This helps it to blend into your skin. It makes your blusher look like it’s a part of your face.”**

*Apply powder over blush.*

*Have Hostess apply lip liner.*

*Everyone applies a Lipstick. Try to pick a color for each guest that she will feel comfortable in.....if she doesn’t like to wear lip color pick a very neutral color etc.*

**“and then Lip Gloss “this makes you look**

and feel sexy!”

We have different colors of gloss . . . tonight I’ve chosen a “learning color” for you. (This can be a neutral color).

**“FEEL YOUR FACE, DOESN’T IT LOOK AND FEEL GREAT?”** Now we will have a compliment time. “What do you like best about their look?”

**Compliment time**

*Always take it back to the Basic Skin Care. Skin looks smooth, fresh, clean, no more blotches.*

**Make sure you have on hand a roll of tickets for the marketing information-----have a wrapped gift.**

**IF you want - You can make up \$5 and \$10 Gift Certificates.**

*"Many times after you have tried the products and you see how great they are you may think of some friends or relatives that would like to try them also.*

**We are going to play a game for you to WIN money and a prize!**

**(Send the following text to the Hostess and/or all the guests....you would need to get their cell phone number ahead of time.) Hostess can quickly send the text to all her guests there, if necessary.**

**Text your friends - "Hi! If I scheduled a free makeover with my Mary Kay consultant, would you please come? I can only invite 5 people and I thought of you!"**

**Yell out when you get a YES!!! When you get 5 that say Yes you get a \$5 gift card tonight...the one with the MOST YES responses gets the prize that I have in the bag. (something in a gift bag with lots of tissue paper...could be a hand cream a lip gloss and satin hands set..your choice)**

*Flip your profile card over - get your cell phones out write down names and numbers and they must live in the surrounding area. "Think of your funniest friend, your prettiest friend and your most dependable friend."*

*Ready , Set go! Be sure to yell when you get a YES!!*

***WAIT FOR THEM TO DO THIS.***

**“Okay, now you are wondering How Much and when you can get it. I do have the products with me and you can take them home tonight. I do take MC/VISA/Discover, personal check, good old cash and you can also share your 2nd appointment with some friends and receive your products at a discount. If you choose to start with at least the Basic tonight you will receive a 1 time offer of 50% discount at your 2nd appointment when you share it with at least 3 friends. We can talk more about that at your individual consultation.”**

*Go over the different products used during the class. Pull these out of your Travel Roll Up. Have everyone follow along on their placemat.*

**“Our Class Special is just 200 when you purchase any 4 sets AND you receive the Travel Roll Up Bag for FREE! This is over a \$60 savings!”**

- 1. TimeWise Basic Skin Care “Remember we do not break this set up – once you run out of a product you can always replace it, but this is formulated to work together.”– 66**
- 2. Day & Night Solution – 64**
- 3. Microdermabrasion Set – 50**
- 4. Basic Glamour Set – Custom Compact – 74**
- 5. Satin Hands and Lip Set – 53**
- 6. Eye Set – Firming Eye Cream, Eye Makeup Remover, Eye Primer – 59**
- 7. Finishing Set – Lip Liner, Lip Gloss, Eye Liner, Concealer, Loose Powder and Ultimate Mascara – 82**
- 8. Extra Touches – Foundation Primer, Foundation brush, Mineral Powder Foundation, Finishing Spray, Skinvigorate Brush, Deep Wrinkle Cream, Dark Spot Reducer , Acne Treatment TW Hand Cream with SPF 15, Brush Set and Mini Compact.**

- 1. Time Wise Repair set - 205**
- 2. Microdermabrasion Set - 50**
- 3. Basic Glamour Set - 74**
- 4. Satin Hands and Lip set - 53**
- 5. Eye & Foundation Set - 37**
- 6. Finishing Set - 82**
- 8. Extra Touches**

**"I told you a little bit about my journey in Mary Kay already, but many times after people have tried the product and see how wonderful it is and a great price... they are a little more curious about the company. We are going to play another game where you get to ask questions and I'll give you a ticket for every question you ask. Then I'll draw a winning ticket and the winner will receive a \$10 gift certificate. Okay...who has the first question?"(be sure to answer as much as you can in each question)**

*Have Starter Kit flyers made up to pass out to the guests...someone is likely to ask how much it costs to get started...so that is a great time to pass out the starter kit flyer.*

*Pull winning Ticket.*

**"Now ladies, let's go into your closets. Find that special outfit you wore for that special occasion. Remember all your accessories, shoes, scarf, hosiery, belt, and jewelry. Add it all up. When did you wear that last? When are you going to wear it again?"**

**"Let me ask you, was your outfit around 50 dollars?....(Put TimeWise Basic in the bag) Was it around 100 dollars?...(Hold up the Miracle Set). Was it more like 200 dollars or even 300 dollars?"**

**"My whole point is not to find out where you shop or how often you wear your**

**clothes, but to prove a point. Don't you feel good right now? Wouldn't you wave to anyone you see at the store right now? That's because you look good and therefore you feel good. “**

**“ Doesn't it make more sense to invest in YOU. Invest in something that you can wear 7 days a week, 24 hours a day. You know when we get older we can always cover up our arms and our neck, but we can never cover up our face. So invest in you with something you can wear 7 days a week, 24 hours a day.”**

**“Does anyone have any questions?  
under your placemat . . . I put an opinion poll that I'd like you to fill out please. The sets match what is on your placemat. When you come into the individual consultation, please bring your Beauty Book, your opinion poll, your placemat and your pen with you.**

**\_\_\_\_\_ our Hostess, will now serve the refreshments.”**

**Ask how many yes responses....anyone with 5 gets a \$5 gift card to use that night.**

*Pass around a LARGE gallon “baggie” and ask everyone to please put their washcloths, trays and applicators in the bag to throw away. Then place Windex wipes on the table and ask them if they would please clean their mirrors or if someone would please be in charge of that.*

*The Hostess needs to go last so you can figure out her Hostess Credit.*

## Individual Consultation

*Have a separate place set up...away from the table*

*You should have about \$20 in change, a bag to hold your money (earn the Money Bag 😊) sales tickets, stickers, calculator, Hostess Packets and Recruiting Packets.*

*Ask if anyone is in a hurry...so they can go first  
Ask everyone to bring their beauty book, opinion poll and pen with them and their placemat if they'd like.*

*You pick up all the profile cards.*

*When they come in:*

*Ask what color of foundation they are...they wrote it on the beauty Book. You then write that color on the back of the profile card*

*Ask to see their opinion poll*

*Read through the opinion poll and just shake your head in agreement.*

*If they have something checked...(start shaking your head yes) say “I see you’ve checked the \_\_\_\_\_ set(s), is that what you’d like to start with?”*

***If they haven't checked anything say...."I see you haven't checked anything here, would you like to start with the Basic Skin Care (shaking your head yes)" Then add on to the sale....how about....(what ever they were complimented on....ex. the Basic color, everyone really liked your eyes)***

***How about...the day and night solution...keep saying "how about" until they say stop. They will. They may also need you to guide them through the different sets. It can be confusing to someone who has never used a lot of products.***

***Write items on the sales ticket. Remember that the only set we don't break up is the Basic. They can buy just a lipstick if they want.***

***Now say...(shaking your head yes) " we need to set up a time for your 2<sup>nd</sup> facial, or check up facial if they bought the basic. Start shaking your head no) "Is there any reason why (now start shaking your head yes) you couldn't share your appointment with some friends to receive Hostess discounts?"***

***"Great I have some dates highlighted here that are good for me...choose which one is best for you."***

***Sell...Book and now recruit***

***Ask them to be a guest with you for the next Guest event coming up.***

***Don't call it a meeting....it's a guest event. Meetings sound boring 😊***

***If you really like them ask them to read the literature folder in the next 48 hours though.***

***After everyone is done, then you do the Hostesses order. Figure out her discount based on the purchasing guests. Tell her she will receive \$25 in free product after (whoever booked) they hold their class and you will call her...."so start thinking of what else you want"***