

How to make your Success Nights work for you!

1. Schedule the time on your calendar every week for the whole year— make childcare, work arrangements accordingly in advance. This is your Mary Kay continuing education, your link to your network and your weekly plug into ME!!!!
2. Monday Night Schedule:
 - 6:45 Set up models for skin care class
 - 7-8:05 Skin Care Class
 - 7-8:05 New consultant training on a rotating basis (see calendar)
 - 7-8:05 Consultant training & announcements
 - 7-8:05 Leadership Training, Red Jacket & above
 - 8:10-9:30 Success Meeting = recognition, inspiration, motivation & marketing

Training Sequence: 6:45 Set your models up and proceed to new consultant training weekly until you have completed each class: Booking/coaching/pre-profiling, getting organized, team building, image & attitude, customer service and money management.

8:30-9:30 Bring your models into the success meeting. Be prepared to introduce how you met your model and what look or colors she has on and her name.
3. Plan on bringing guest EVERY week. Use the following “proven successful” dialogue — “Suzy, has anyone ever asked you to be a face model for Mary Kay? No, great. I need a model for Monday, _____ 7-9:30 are you available, you’ll get 1/2 off on any 1 item for helping me out plus a gift!”
4. What to bring for guests:
 - A) 1 Face Case per guest with: mirrored tray insert with appropriate skin care & supplements (instant action eye, triple action eye) written on tray to make filling tray easier, 2 eyes, applicators, mascara wand, mascara demo, eye, cheek, and lip demos, TimeWise dual coverage powder, 3 cotton-balls, beauty book, hair band or clips, sales slip, Something More tape, a small wrapped gift (i.e. hand cream sampler)
 - B) 1 WET clothe– put in Ziploc and insulated thermos or case to keep warm. If you microwave at home and insulate they stay warm.
 - C) Put your labels on ALL your stuff I.E. trays, tubes, etc.
 - D) Have a travel bag for each guest or at least a Miracle Set
5. At 8:15 leave your training room and rejoin your model(s). Help them finish up, ask how they like how their skin feels and ask which set sounds best to them. Give them their products and write up sales ticket during the success meeting.
6. At the conclusion of our meeting I will be explaining the marketing plan or answering guests questions. Please feel free to ask red jackets questions or drop your questions or concerns to me in the meeting box “Summary Turn In” section, voice message me at (734) 844-0900 or email dawnmk@comcast.net. Myself or my assistant return calls within 24 hours.
7. Set up a time to follow-up with your guest the next day to:
 - A) Make sure she had a good time
 - B) Close the sale if not done
 - C) Schedule a class
 - D) Ask her if you’re talking to a new Mary Kay Consultant
 - E) Thank her for joining you and ask her if she’d like to come to the next event or Career Break fast.
8. Call me (or your director, if adopted) the next day and let me know what the answers to the follow up questions were so I can help you maximize your success nights!
9. Dress Code: skirt, dress or suit and make-up
10. Meeting box info: Turn in weekly accomplishment sheet in “Summary Turn In” section. Pick up weekly announcements and monthly calendar.