**DEBUT PARTY NOTES**

Checklist: Have the new recruit purchase raffle tickets, have 3 to 5 bagged door prizes, refreshments, rollup bag filled,

inventory on display, pens, balloons with gift slips inside, date book ready with highlighted areas for bookings, hostess

packets assembled and ready to hand out.

1. 1. INTRODUCE YOURSELF “Our agenda tonight is to have fun, learn something new and help \_\_\_\_\_\_\_\_\_ (*new consultant’s name*) start her business off on the right foot.”
2. GIVE 1 TICKET FOR PEOPLE THAT ARRIVED ON TIME. Make sure everyone has a pen, profile card filled out, and a beauty book.
3. NAME GAME WITH GUESTS – Tell us a word that describes your personality that starts with the same letter as your name and 1 reason why you feel the new consultant is going to be great at doing MK.
4. SHOWCASE THE BALLOONS. Ask guests, “Who here likes to win prizes? Do you see these beautiful balloons?? There is a prize in every one!!!” It will be the guest’s job to figure out how to get the gift out of the balloon.
5. “Let me share with you our agenda: We’re going to play the purse game. You will get 10 seconds to find each item in your purse. The 1st to pull it out and yell out the item gets a ticket. We are going to spend about 15 minutes sampling the #1 COSMETIC LINE IN AMERICA for 14 years on the back of one of your hands. We are going to finish up with a Satin Hands pampering session. Refreshments will be served and door prizes will be drawn. Does that sound ok to you?”
6. OUTLINE FOR PURSE GAME – feel free to elaborate on each letter. Say the letter, pick a winner, and explain why you said that letter.

H–HOSTESS

Earn free products for inviting your friends to an emotional vacation.

M–MARY KAY ASH

MK is a 46 year old family owned business. It’s a 2 billion dollar debt free company. Mary Kay Ash started this business when she was 43 years old. She started in direct sales with Stanley Home Products years before. After retiring, she was going to write a book about women in the business world and ultimately had the perfect business plan. Her husband encouraged her to follow her dreams. She invested her life savings of $5,000 to start. About a week before her grand opening, her husband passed away.

G–GOLDEN RULE PHILOSOPHY

She pushed on and started her business anyway. Our philosophy is God first, family second, and career third. In this order, all things will work.

F–FLEXIBILITY

Mary Kay Ash needed flexibility just like I do. [*Share with them about why you joined MK and your dynamics*.]

C–CAREER CAR

You can earn the use of a career car in as little as 4 months. You get a new car every 2 years. MK pays 85% of insurance. Title and tax fees paid. You can also add your teens for $25 on insurance. *[Show picture of car you’re aiming for.]*

B—BE YOUR OWN BOSS

The great thing about MK is that you are your own boss, who owns her own business. When you support a small local business, you support the local economy. You have flexible hours. You’re not going to get fired if you don’t go to work because your kid is sick. You can work around your stay at home mom schedule. There is a high profit for low amount of hours. You advance yourself up the career path at your own speed. The harder you work, the faster you will make money.

R—RECOGNITION AND RETIREMENT

MK is all about prizes and recognition. We get prizes just for doing a good job: rings, luggage, free products, bags, sunglasses, and vacation trips. We are the only direct selling company that offers a retirement package for 15 years after you retire.

P—PRODUCTS

100% GUARANTEE!! Graveyard makeup analogy – Share with them #1 Best Selling Brand of MK and Skin care for 15 yrs! There are two different groups of women in the room – 1 group love their consultant their here to support her new business venture and they may decide to leave the party with a bag full of pink bubbles! Our #1 priority from any MK apt is that you leave here with a great outlook of our products and company and would spread the word on how much fun you had tonight! The 2nd group of people love their consultant, and love the product so much they want to take some home with them….and you may leave with a bag full of pink products! And if that you it’s our job that if you love something, we will figure out how you can afford to get it. We have something called the husband unawareness program – give them the shopping analogy. Who goes shopping and brings the shirt in and leave the pants and the shoes in the car for till the next day?

I – INDIVIDUAL CONSULTATION

Explain that we believe that each person deserves one on one time with the consultant and answer any questions you may have– explain where that is set up and that it helps everything go smooth! We want you to know how much we care.

T–STAYING TRUE TO MYSELF

Let the new consultant tell why she joined and where you see yourself going in the business over the next 1 year.

“OK guests, are you ready to experience a miracle?????? We are going to sample the #1 line of skin care products in America on the back of your hand today. After we try these products, we will have a one on one consultation. This is not scary!! You will have the time to ask any questions and everyone else can have snacks. Whoever needs to leave first, can be first.”

1. PRODUCT DEMONSTRATION New consultant wet rags and let her “squirt” Cleanser, Microderm Step 1 & 2, Day/Night Solutions, then Moisturizer. Let everyone try Satin Hands, have guests go wash hands and come back…no food yet!!!!
2. DISPLAY ROLL BAG PUT TOGETHER – Products, Compact, and Brush Set

“As a new consultant, her first job is to do 30 faces in 30 days. Anyone who volunteers to help her gets 10 raffle tickets. This is to let her borrow your face and practice her skills on you.

Who likes coupons? Discounts? When you bring 2 people to your facial with you, you get a coupon for $75 worth of products for just $35!! This also helps consultant get her 30 faces done!!!!”

1. BALLOON GAME – Consultant gets balloons ready to hand out to guests. “When you agree to do a facial and share with 2 friends, you get to also pop a balloon! Remember there is a prize in every balloon!! If you agree, then we’ll pop our balloons together!” (POP BALLOONS)
2. CAREER TALKS –“There is only 2 things the new consultant has to get good at. 1st is sharing with people about our products 2nd is sharing with people about our company and how our marketing plan works. As another part of her training, she needs to share our business with other women. You’ll get 30 raffle tickets (or another balloon) if you agree to hear the career facts with the consultant and her director one day over coffee or dessert. This is totally not scary. We just need to borrow your ears to listen to career facts and give us your opinion!! It’s that simple. This helps the new consultant be more comfortable talking about her job and earn a red jacket (or car).” [Show applause magazine or car poster. Take vote on which red jacket the audience likes.]

“In order to get this jacket, she needs at least 12 people to hear the facts and fill out a survey over coffee or lunch. You are probably not interested in what we do, but you may know someone who needs a back up plan. There are many places that are cutting back or laying off. We’re not laying off. On the contrary, we are hiring!”

“You will get 10 tickets if you agree (or extra balloons if you have them.)” [*Repeat this until everyone agrees. It’s painless!*]

1. CONSULTANT HAND OUT ROLL BAG SHEETS Close like regular show. Go over sale sheet and sets with rollup bag as a demonstration. Have everyone make a wish list. Say, “Pretend you just won lottery and money was no object, circle everything you would want.”

1. CLOSET CLOSE – “Picture your best friend. What do you see, her face or clothes? Wouldn’t it make more sense to spend money on the thing that people will remember? If someone walks in here in a $2,000 outfit and no makeup, you aren’t going to remember what she was wearing. But when you see someone out mowing the yard in her makeup, you say wow, she’s got it going on!”

1. INDIVIDUAL CONSULTATION – Go to separate designated area away from crowd. Bring your date book and have receipts, calculator, and hostess packets there. Ask whoever is most excited to come over first. Book their facial with 2 friends and career talk. Pencil it in!!!!! “Just consider us (recruiter and new consultant) as your beauty doctors. This is our job to recommend what is best for you based on your needs.”
2. Have consultant repeat after you (it may seem redundant but this is how she learns):

1. Did you have a good time? Repeat

2. How does your hand feel? Repeat

3. Any questions? Repeat

4. May I see your wish list? Repeat. Look at profile card to see needs and wish list.

“I see what your heart’s desires are, but what does your pocketbook say?”

If she only wants some of the products on her wish list, tell her how to get them for free at her facial!!!! Book it!!!!! Tell her you will “pencil” it in…not “sharpie” marker it in your calendar. Give her a hostess packet with her name and appointment date/time on it.

Turn in your results to your director!