

Skin Care Class

- I. Opening
 - A. Intro. Self
 - B. Thank hostess
 - 1. Mention hostess gift and how great hostess is.
 - C. Mary Kay has always asked us to have two appointments with every woman. One is tonight (today) where we will focus on skin care and the second one is a check up and color appointment where I make sure you are 100% happy with your skin and we customize some colors for you.
 - D. What we are doing tonight:
 - 1. Tell me a little about yourself
 - 2. I will tell you a little about myself and about our company
 - 3. I will share with you how to take great care of your skin and we will sample Mary Kay's skin care line
 - 4. I will tell you about some of the sets we have available
 - 5. I will meet with each of you individually for a couple of minutes (in the living room, dining room etc.) so if you have any questions you can let me know and I can get your opinion on the products we try tonight.
 - E. Ask guests to introduce themselves
 - F. I Story
 - G. Mary Kay Facts
 - 1. Built on highest values – God First, Family Second, Career third and working by Golden Rule
 - 2. Business plan taught in Harvard Business School
 - 3. #1 Best Selling Brand of Skin Care and Color Cosmetics for past 13 years.
 - H. Why it's great to have a MK Consultant
 - 1. Products are delivered to you
 - 2. Try b4 you buy
 - 3. 100% guarantee

- II. Body
 - A. 5 steps of skin care
 - 1. Cleanse – dirt, impurities, make-up (every morning & every night)
 - 2. Exfoliate – remove dead surface skin cells, allow fresh new skin cells to come to surface.
 - 3. Tone – return pH to normal and refine pores
 - 4. Moisturize – keep skin hydrated (grape vs raisin)
 - 5. Protect – foundation used to keep dirt and impurities out of pores
 - B. Do any of you do a 5 step skin care every night and morning? Do you have time for one?
 - C. Sample Ultimate miracle set

** Constantly talk about check-up/color appointment and individual consultation at end of class.

- III. Close
 - A. Open beauty books to pg 18-19
 - B. Open their roll-up bags (if you have one for everyone there)
 - C. Explain three sets and prices

- D. Give your specials (ultimate miracle set gets free roll-up) and tell them they can shop (anyone who comes to individual consultation with five names on back of profile card will get \$5 off basic or \$10 off miracle set.). You will meet with them individually – is there anyone who needs to leave first?
- IV. Individual close
- A. Did you have a good time?
 - B. How does your skin feel?
 - C. If money were no object which set would you want to take home?
 - D. Which set are you comfortable starting with?
 - E. Schedule check-up / color appt. – turn into a class by offering free and discounted product. Take control of the booking by giving them choices of dates and times instead of asking them when they want to do it.
 - F. Book interview – Can you please help me with my training?
'I am currently promoting myself in my business and would appreciate some help with my training. I know that this business may or may not be for you, but is there any reason why you wouldn't consider allowing me to explain Mary Kay's business opportunity to you so you can give me your opinion on how well I explained it?'