

Beauty Book Skin Care Class Tips!

Prepared by NSD Pamela Waldrop Shaw-updated 2/05

Goals of the Class:

1. Build a trust relationship with hostess and her guests. Present our products and Company with integrity and authority.
2. Sell Product to meet the needs/wants of each guest
3. Book 2+ New Classes with guests. Give new hostess incentive packet & set follow-up time.
4. Recruit! Mary Kay says each class has at least one! Select and give tape/info and set follow-up time.

GIVEN: You have pre-profiled your expected guests by calling them 2-5 days prior to the class, You have **written directions**, and you know **NOT To ANSWER YOUR PHONE 2 hours before leaving!**

Critical Places in the SCC procedure to memorize or execute will begin in bold PINK!

- Arrive 15 -30 min early to set up **trays, displays**, and Individual 1-1 '**Closing**' **Area.** [It's a good idea to have a Company VIDEO in your bag in case the timing is off and guests arrive early. That way, they can watch while you set up].
- **Compliment the hostess** on her home or location of her choice to host the class. Explain the TWO main reasons for a 1-1 – away from the table- Closing location and get her feedback for the best place [**Reason #1:** Time—it will save time and honor the time frame given to the guests allowing for those needing to leave early to 'go first'. **#2** Professional courtesy –it allows people to purchase or not purchase comfortably without all the others 'watching'.

Begin **Point 1 of the Four Point Recruiting Plan:** "_____, ***Who's coming tonight that you think would be great doing what I do? Tell me a little bit about each guest.***" [Regardless of her response, LISTEN for clues that you KNOW would make her a good prospect.] Then, "***How about you _____, I think you'd be great because _____ . Have you ever thought about opening up a business of your own?***" [again, just listen; don't overcome objections.] ***Well, tell you what, why don't you just watch me tonight to see if you think you could learn to do what I do.***" [and then let her know how the evening is going to go once people arrive].

- **As the guests arrive, THEN put their product in their tray- TW Cleanser, moisturizer, DR & appropriate concealer etc... If you put it out before they arrive and they don't make it, you have wasted that product.** [Denise Kucharski also writes each guest's name on her Styrofoam tray with a sharpie, so she can constantly call her by name during the class].

- As guests arrive, you do Satin Hands to bond with them. I like to put a charcoal pencil mark on her hand, use our EYE MAKE UP REMOVER to take it off before Satin Hands. THIS now shows them another GREAT and one of our Top 10 products AND -- **you just lowered their resistance and they are now ready to listen to what you have to say.** Then pick their foundation shade. Have them finish the Profile Card- you know, the stuff you didn't ask when your **pre-profiled** her.
- Once everyone has arrived then start the class with the Beauty Book as your 'flipchart.' Get the guests to write in their books...encourage it by having them circle different things on each page. Have the guests read different stats from each page. Use your own book to make notes and highlight what you want to say on each page. Be excited!!! [An option here is for them NOT to have a B. BOOK—you just READ from YOURS and then Give them a B. Book during the individual consultation so they don't select products a la carte and will select one of your sets!]
- Begin class with introductions of everyone- *tell me a little about you.* Have clap for each other. Then Begin.... **"Being here tonight is my pleasure. Anytime I get to introduce or re-introduce someone to Mary Kay I truly feel gratified because I believe our products are the best on the market at any price! In fact, for 13 consecutive years and once again this year, independent surveys give Mary Kay the title "Best Selling BRAND facial Skin Care/Color Cosmetics" in the US." "Tonight, we are going to focus on the most important beauty element....skin! We all love color, but if the skin isn't well cared for, no amount of lipstick or shadow will give you the healthy look you are really after. This will be the first of 2 appointments I'll hold with you. Tonight, we'll focus on caring for your skin, and at the second appointment, we'll custom design a COLOR look that you will fall in love with."** {*Important to plant the 2nd appointment seed 5-6 times*}. **In fact, we're going to pass this pencil, It's an [eye-lip] and one of our most popular, and one of you will go home with it tonight for FREE. Everytime I say COLOR APPOINTMENT, you pass the pencil, and whoever ends up with it gets to take it home! Sound good?**
- Give your hostess the Satin Hands Sampler as a thank you gift and everyone will be thinking "I want 1 of those" and then add - **"I have one of these with your name on it when you share your Color Appointment with some friends or family....oops pass that pencil!"**

Page 2-3 **Tell them** why you love Mary Kay!! **Point 2 of the FOUR POINT RECRUITING Plan.** Tape family or goal oriented pictures inside your B. Book or have

laminated props. Give your I-story—2-5 sentences of WHY you joined, a couple of stats about the Co., earnings from Appluse and our CHARITABLE work—the HEART of our Co., and then ask these Questions and ask them to number their profile card and write a yes or no to each question: **1. Are you 100% happy with your life, job right now? 2. Do you have all the flexibility you need (days off for sick children, special performances at their school, etc) 3. Are you paid for and appreciated what you're worth and what you contribute or are you building someone else's dream? 4. If you continue doing what you're doing and you give it your all for the next 5 years, could you drastically change your financial situation?**

- **If you wrote NO to any of those questions, just watch me to see if you could learn to do what I do. "Mary Kay says that at every Skin Care Class, there's at least one person who would be great doing what I do, so I'm going to watch you tonight, and I'd like to ask you to watch each other because I always like to select someone to hear about how our business works. OK, let's get started!**
- Page 4-5 Agenda page of what is going happen over the next hour. **FORECAST the THREE parts of the CLASS ... Tonight our Class is going to be in THREE parts. The first part of our class, you'll get to try the #1 Brand Skin care to prepare and condition your skin. Your skin is like a canvass---it's the most important part. The second part of the class, we'll finish up with a little COLOR. These will be neutral practice colors BUT, when we schedule your COLOR APPOINTMENT, upppp—pass that pencil---we'll custom a look just for you—your coloring, your eyes, your preferences and your priorities! and then I'll let you shop...The THIRD part of our class will be 5 minutes 1-1 right over there so that you can ask me questions privately, so that we can nail down your Color Appointment look and time, and if you want to purchase products, you can do it at that time. This way, I'll honor your time tonight and keep the class on purpose! There of course is no obligation for you to purchase anything, but if you are tempted I have lots of payment plans, can take MC/VISA, and Discover, and our products are 100% satisfaction guaranteed with no questions asked about a return!** [If you're having them use a B.Book- *Have circle the Satisfaction at bottom of page...keep them writing and involve them by having them read.*] **So for now, just sit back, relax and lets pamper you and have a good time.**

Along with the products you would ever select from Mary Kay, along with the BEST product, you get the BEST CONSULTANT- ME!! Sell them on your service - what are you going to do for them to save them time and money : keep them up to date on the latest in the market place, keep track of what they purchase or their wish lists, be their Secret Shopper or Secret Santa w/ spouse or spice, touch base with them every 4-8 weeks based on their priorities for customer service, allow them to shop

online w/ you 24 hours a day, conveniently deliver their products to them at work or home, again at their preference etc....

- Page 6-7 Time Wise page-squirt products in their hand and talk about product as they use it. May need Eye Make-up Remover. **{I strongly advise leaving MASCARA ON}** **Now we're going to do to your face what we did to your hands!** This is an important transition. [optional to do only 1/2 of the face so they can compare one side to the other!!] Let someone read the ' stats ' on the page or YOU READ if you are the only one w/ a BB. Wash off-then moisturize. Tell them that the TW with foundation is only \$52 [do not say DOLLARS] and they can write that in their book.
- **"If you like way your face feels, write a B on the Back of your Profile CARD next to your #1-4. [OR You can also have them write it in their BBook if they are using one.] This is your book to keep and you will try many items. This way it will help you remember what you really liked."**
- Talk about the Day/Night solution and squirt on top of their hands to feel as you tell the benefits. Read stats. Give price and suggest they circle again. **I strongly recommend trying p.m. solution** [more soothing than a.m.] **and TW age fighting Eye cream on ONE side of face.** The customer will see and feel the difference. Put AM solution on hand and then briefly describe the other supplements, but without this, you lose the PUNCH of the MIRACLE SET and the \$102 purchase!!! **VERY IMPORTANT!** Accentuate the features and benefits of the AM/PM ...the eye cream...like watering a hungry plant...and visually SEAL THAT DEAL!
- Use page 9 if they are using Velocity-
- Page 12-13 Skip to the Supplement page and ! Pick a couple of SUPPLEMENTS on top of this to give FEATURES AND BENEFITS— MICRODERMABRASIONn of course, and probably our 2 formula night creams. You can communicate the key term **'supplements' which are products to SUPPLEMENT your daily skin care regimine.** Refer quickly to the profile card for that might be specific to their skin care needs.
- Page 10-11 Instruct on how to use concealer, foundation and powder... **{Use Robert Jones BEAUTE made Simple techniques, giving you credibility. Show his book and talk about COLOR APPOINTMENT-- PLANT THE 2ND APPOINTMENT SEED by informing them you'll have lots of color application techniques at their 2nd appointment}** then let them apply and talk, while you pass out their color cards. They need some freedom to chat with friends.

- Page 14-15 Color 101 – **Ok, now to finish up with a little Color. Tonight, just go ahead and finish up as you normally would your color, and at your COLOR APPOINTMENT – pass that pencil--- I'll teach you some tricks of the trade, and even apply lashes if you'd like to be that bold! My hostess gets my personal attention and** [either you came early to DO the hostess, or NOW during this section you're giving her more personal attention with glamour. Specify the option.] They will ASK QUESTIONS! Don't get stuck or hooked here! GIVE each person only ONE color CARD, maybe a second optional lip, but NO MORE until you leave the table for the 1-1 close!! **You'll get personal attention at your Color appointment, and we'll custom select what we put on you. These are learning colors for you to try tonight.** It's up to you if you want to give out lip and eye pencils. I usually did IF they wanted to try them, but with no instruction. **Mascara is ONE swoop into the container (hygiene) so use it wisely!** Could talk about MASCARA CLUB that gets a new one every 8 weeks and one free one at the end of the year. WRITE A YES if you would like that automatic delivery and we'll talk about it during your 1-1 time at the end (reminding them you ARE GOING TO HAVE 1-1 TIME!!)
 - While everyone is putting on mascara then you tidy the table. Or better yet, have the NEW PERSONAL TEAM member who is observing you to begin some tidying!!! *"Never go to a class without letting someone else on your team LEARN while you EARN!"* -Mary Kay Ash
- Page 16-17 **I promised you that you'd have time to shop And I'm sure you have a couple of questions---how do the products come and how much do they cost, so let me show this awesome set... Under your chair, you have a beautiful roll up travel bag,...** Romance and show your Complete **BEAUTY ESSENTIALS** Collection, the **Miracle+Finishing**, the **Miracle SET** ...use the Beauty Book or one of the OPTIONAL CLOSING SHEETS shared by two of our SHAW DIRECTORS on this link to show them the price breakdown of each set. Tell them to write in their books. Then tell them they can get it all for \$299-a \$405 value-that's \$106 free!! Or they buy any 2 sets and get the 3rd one at half-price...buy 4 sets and get 2 sets at half-price! **{Customize this and follow YOUR Director's lead!!!}** DO have SEVERAL SETS put together. TIMEWISE BASIC w/ foundation; Miracle SET; Miracle set + Color 101 ; TRAVEL ROLL UP...Let them see the options, but have a TRU for EVERY GUEST! Be prepared to let her go home w/ that and only trade out colors from the pockets!
 - Do the '**Closet**' Close when they close their eyes and pick out their most flattering outfit....make it complete by adding shoes, jewelry, etc. How much did it cost? \$50-\$100-\$200-\$300? How often do you get to wear it? Open eyes for \$1 a day you can feel like a princess everyday!...not just once a week.
 - **EXAMPLE FROM Krisi Neilson:..... 'or think about how much time and money you spend on your clothes. Let's say your significant other (if you**

don't have one, pretend) is going to take you to the best restaurant in town....go to your closet....choose the best outfit you own....got it? Now put some shoes with it, a purse and jewelry. Think about how much that outfit cost you, and how often do you get to wear it? 5 years from now, I won't have my hair like this, it will either be out of style or I will be tired of it - 5 years from now, I won't be wearing the same clothes - I will either be tired of them or they will be out of style, but 10 years from now, we will all have the same face, and it will look like how much time and effort we have put into it, so you all can see the benefit of a good skin care program right? Say yes, or we have to start all over :)!!!! They all say yes. **The point is you have made an impression on skin care.**

- Continue the **TABLE CLOSE** by using a CLOSING SHEET or the back of the PROFILE CARD. **"I'd like you to jot down, if money were no object, and it's not going to be because I take MC, VISA, Discover, or payment plan, so if \$ were no object, which set would you choose to have...the little TimeWise Basic.....etc.....or the Beauty Essentials in a Roll Up..."**
- **"Before we go shopping, I'm going to give something away. The way I grow my business is by meeting friends of customers, so I am going to give you 2 minutes to jot down names and phone numbers of your friends, neighbors and family who might enjoy doing what we did tonight. I'll have a gift for everyone who gets 5 names w/ numbers and a grand prize for the person who has the most names. Ready set, go....."** [This serves as her GUEST list when you do the individual consultation to Book her Color Appointment AND overcomes the objection "I don't know anyone. You can give away sample HAND CREAMS, sample supplements wrapped in netting w/ a satin ribbon, and the GRAND prize something from PCP giveaways at \$3.50. While they are writing, you emphasize that phone numbers must accompany the names and sing the jeopardy song...da-----da da da ---da ----da ----da -boom ba!]
- Another tempting option is to offer her a ONE time 'half back' offer. **"When you share your COLOR APPOINTMENT with at least 4 of your friends within the next [2] weeks, whatever amount you purchase tonight, you'll get HALF BACK at that appointment to apply to Color Cosmetics, brushes, etc! So, keep that in mind as you're shopping. OK, [Carol] grab your profile, roll up, sample card and come with me....."**
- OPTIONAL: Personally, I didn't do this often, because I wanted to sell her a FULL TRAVEL ROLL UP and RECRUIT her right afterwards, but it IS an option. I also don't like planting the thought of a \$200 order...BUT, since it has been done successfully, this is an option. Page 18- ***"Remember at the beginning I shared with you about this wonderful business. Well I have one more set for you...For about the same price as the Complete, you can start a MK business with the \$100***

you 'up-sell' her again (so she doesn't stop at the drugstore or DEPT. store on the way home) until she stops you.

- **"At your Color Appointment, what would you like to learn more about that we didn't do tonight? GREAT! I have some really good ideas for you. Let's go ahead and set that date. Which is better for you...._____ or _____.** [have her write her name and # in your date book] **Carol, This is my business, and you can count on me to be there rain or shine. Is there anything you perceive that would keep you from holding our appointment? Now, how about these 5 gals on your card. Is there any reason why you wouldn't want to share your time with them? It would put me in a position to give you [--whatever she couldn't buy that she wanted --some FREE PRODUCTS!]"** If yes, explain quickly, hand her a hostess packet. Confirm a [FULL CIRCLE] time to call and clarify...COACH IT. Let her know you'll be calling her guests as you called her to pre profile and that if she has already called them by the time you call them....gift. Communicate the DATES, PERKS and DEADLINES—FULL CIRCLE. Secure the date.
 - **Point 3 of the 4 POINT recruiting PLAN "**_____, **there is one more thing...remember earlier when I said that I always like to select someone to hear how our business works, well, tonight I've selected you as one of those women! [GENUINE REASON and compliment] Have you ever thought about going into a business of your own?"** pause. respond. You know, _____ **Mary Kay may or may not be for you, and it's probably not, but as a thank you for your time for just listening, I'll give you a _____ when I come to pick up this tape. Is there any reason why you couldn't listen/watch it (within 24-48 hours)? Push/pull. Get a commitment and tape pick up time. DO NOT OVERCOME ANY OBJECTIONS.** All you are asking her to do is listen to an audio, let you have 15 minutes more in 1-2 days to fill out a ?aire to help you with your CAR qualifications. Work it full circle. Set the time to pick up the tape. AND, **Point 4 of the 4 point recruiting plan: "If after listening, you know MK isn't for you at this time, I'll give you \$25 in FREE product everytime you recommend someone who comes in as my business partner as a thank you for being my talent scout. So, everything to gain, and nothing to lose, right! I'll look forward to seeing you on _____ for about 15 minutes to pick up that tape and to get your feedback. Do you have any questions for me? Great, thank you so much_____.** **Would you go and send _____ in for me?** Shake hands or hug and make the transition.

BOOK - SELL - RECRUIT!!

You did all 3 in about one hour!! Simple and easy.