

OPENING REMARKS

I use the flip chart – thanking the hostess ...

Then I say: “I want to congratulate all of you for making time in your busy schedules to be here today. Did you know that the skin is the largest organ in your body? ...and also the most exposed. Have you given much thought to what is the best way to care for skin? If you are like I was, I had more products to clean my house than I did to take care of my skin. Wouldn't it be nice to have your friends asking you – “What are you doing lately? – You look great! And for less than the cost of a cup of coffee per day you can get compliments like that!

Does everyone have an hour right now? Now the actual routine takes just 2-3 minutes, morning and evening. It is scientifically designed TO DO something for your skin. However, in order to get results, you must use the products correctly AND consistently. That's why I'm here...to help you select the right products and teach you how to use them. I want to reassure you are under no obligation to purchase our products unless you feel confident that you will care enough to use them. And the results are **GUARANTEED!**

YOUR ‘T’ STORY

There are 3 things that are essential for your success in MK

- 1. Booking – getting your future appts. from facials and classes**
- 2. Selling – observe the gal at your meeting who is having high weeks**
- 3. Recruiting – I like to introduce recruiting at a class or facial by sharing my “I” story. I am going to pretend I am at a class now and give my story.**

“When I was first approached to sell MK, I said, no thanks – I’m not interested...I could never sell something. When I found out hat a great profit margin my consultant was enjoying, I signed up just to buy my own products at cost and create some extra cash for my family.

A few years later, I wanted a career, one that would work around my growing family and allow me to be home with my children. Today...I am a grandmother of three, with an awesome career, great income and all the flexibility I need. I am driving my 9th free car this year, paid insurance, paid taxes and paid registration and decals.

Mary Kay may not be for you, but I want to ask you 3 questions – just for you to think about.

- 1. Do you have all the flexibility you need for yourself and our family?**
- 2. Are sufficiently praised and recognized in your current situation?**
- 3. If you gave it your all for the next 5 years, could you change your financial situation?**

Just watch me today and let me know if you think you could see yourself doing what I do. You know, Mary Kay always said there is new consultants at every class...who do you think would make a great consultant. The group usually points to one person, and they of course say “No way”!

The questions give them some food for thought...flexibility, recognition and money – usually one of these things is not being fulfilled. No one will listen to if they don't see a need that MK can fill.

COMPLIMENT TIME AND THE NAME GAME

Have them look at each other and share what they like best about each others makeover. Compliments make everyone feel good.

I tell them “You know, the nicest compliment you could pay me would be to help me share these MK products with your friends and

family. If you will turn over your profile your will see a space to write 5 names. Instead of just having them write 5 names and phone numbers – I give them specific suggestions of who they might refer to me.

1st blank – ask them to write down a person that they really care about (like their best friend, someone who is really dear to their heart)

2nd blank – ask them to write down someone they know who needs to be pampered (going through divorce, just had a baby, lost a family member)

3rd blank – ask them to write down someone they know who likes to try new things (the cute trendy gal who always has the latest fashion, loves to shop)

4th blank – ask them to write down someone who has never tried MK before

5th blank – ask them to write down someone who may enjoy learning about the

MK business opportunity. (could be the housewife, or the woman with the MBA who works 60 hours a week, corporate job but never sees her family or your friend who has just retired)

The first person who to finish with the names and numbers of 5 friends wins a prize!

THE TABLE CLOSE

After the class is over and I have asked them to look at their neighbor and decide what is the best thing about their makeover, I transition to the close by saying: “ I know you all are dying to know how much this stuff costs and how you can get it – so open up your brochure and I’ll show you!

I am sure all of you have been trained about how to do an effective table close. I do use the company set sheets and market the roll up. I don’t believe in a lot of discounts. I offer the rollup bag for free when the customer purchases any four sets from the set sheet. I believe in keep it very simple!!!

I consider the Ultimate Miracle Set = to 3 sets

Miracle Set = to 2 sets

All the other sets are equal to one set.

I also tell them we accept cash, checks, Visa/Mastercard and discover, and that I have a “Husband Un-awareness Plan” which is where they use cash, check and plastic so no one knows the total cost but them! This always brings some laughter!

INDIVIDUAL CONSULTATION

To transition into the individual consultations - I then ask the hostess to serve refreshments and ask who is in a hurry...has a baby sitter or needs to leave first. I ask that person to join me in another place to do her individual consultation.

Here is what I say at the private consultation:

1. Did you have a good time?
2. How does your skin feel? (feel your face with the back of your hand...and she will do the same)
3. What part of the TW set or Miracle set did you like the best? – Notice – I don't say what part of the facial did you like the best – I don't want to hear she like the lipstick the best!!!
4. What would you like to take home with you today?

RECRUITING DURING PRIVATE CONSULTATION

First of all I want you to ask yourself these 3 questions when you are considering talking to someone about the MK opportunity.

1. Do I like her?
2. Does she like the product?
3. Would I be upset if someone else recruited her?

This is what you might want to say when you are talking with someone in the private consultation.

Could you ever in your wildest dreams, see yourself selling MK for fun or extra cash?

If she says no, say “I felt the same way, but I found that after I heard the facts, I was so surprised at what MK had to offer. I would love to send you home with this CD - and I promise if you listen – and say it is not for you – I will not bother you again – I promise! You can even offer a small gift for watching it!

If they say YES!!! – set up an appt with your director or bring her to a meeting. The meeting should take place with 24 - 48 hours! Don’t wait – you need to talk to her in that time frame – as close as possible to when she tried the product!

THERE IS ONE MORE THING I WANT TO COVER – DO NOT TAKE NO’S PERSONALLY! WHEN YOU DO GET A “NO” AND YOU WILL!!! – KNOW THAT THE PERSON IS NOT SAYING NO TO YOU AS A PERSON.

SEPARATE THE IDEA OF PERSONAL REJECTION FROM THAT OF AN IMPERSONAL REFUSAL. WHEN WAS THE LAST TIME YOU SAY A FLIGHT ATTENDANT RUN TO THE

BACK OF THE PLANE – IN TEARS – BECAUSE YOU DIDN'T WANT ANYTHING TO DRINK!!!.

REMEMBER – YOUR SUCCESS IS NOT DEPENDENT ON ANY ONE PERSON. ATTITUDE CAN MAKE OR BREAK HOW YOU REACT TO A NEGATIVE RESPONSE. DEVELOP THE ABILITY TO GET PEOPLE EXCITED. BE SINCERE, BELIEVE YOU CAN DO IT (THIS IS THE SUPREME SECRET) BELIEVE IN THIS WONDERFUL PRODUCT AND KNOW THAT YOU ARE DOING A SERVICE!!!

You know, Mary Kay Ash designed this company to be built around the skin care class – meeting new people and booking new appointments at each class.