

Party/Class Script by Sales Director Tara Storm with Future Executive Senior Sales Director Anna Rowe!

Before the Class

*Arrive early to set up (45 minutes). **(Highlighted Questions are the time you would hold up your hand and nod your head yes!)**

*Coach the hostess to greet guests and introduce them to you. Have snacks served after and separate from the pampering table. Pick out the hostesses look before anyone arrives and have her sit at the head of the table nearest to you.

*Meet and greet each guest. Say, "(Guest's name) I am so glad you could make it today!"

As guests arrive *Select foundation shade and powder shade (refer to your conversion chart If the first test shade is not right, try a lighter or darker shade. Write her shade on the back of her profile card.

*Have guests fill out their customer profile cards. Get all her information so you can add her to your mailing list and offer her a discount in her birthday month as well as contacting her significant other on special occasions/holidays once you have her "wish list."

Treat guests to **Satin Hands**.

Satin Hands (Tell the guests it comes with instructions and you'd do this twice a week for soft hands or whenever you want to treat yourself.)

Introduce yourself, welcome everyone, thank them for coming, and thank the hostess for having the class!! (Sell them on having a class of their own – talk about your hostess program – FREE MARY KAY)

Ask everyone to introduce herself and have her tell how they know the hostess

Do you love the way your hands feel?

You're going to love the way your face feels!!!

Thank you so much for coming here tonight to allow me to pamper you and share the best selling brand on the market. I just love this company and I love my job. I'm able to share amazing products that have helped so many women feel so good. This evening is all about you. Your entire goal is to focus on yourself.

Can you handle that? All right, GREAT!

There are 3 categories of people here today/tonight.

1. **First category** - You are here to try the #1 Best Selling Brand of Skin Care and Color Cosmetics and I am so excited that you are here.
2. **Second category** - You came to find out how to get free product by having a Girls Time Party for your hostess, and I am so excited to tell you that is the nicest thing you could do for your hostess. (Optional give tickets now for booking a party!)
3. **Third category** of person here tonight is wanting more and needing more. You may have been searching for an opportunity to make extra income. And possibly you've come because you wanted to find out how we make our money and to learn a little about our company.

Open up your books...

I want to share with you that in 1963, Mary Kay Ash created a Company to enrich women's lives. She began by offering quality products to enhance a woman's image and an unparalleled business opportunity to help women achieve financial success and personal fulfillment. The company was built on the highest values-putting God 1st, Family 2nd and Career 3rd.

Did you know that this company has been around for over 40 years now and is in over 30 countries worldwide?

We just doubled during the recession and ended last year with over \$3 Billion in retail sales!

Love on the Hostess. She is the reason you are there!

One of the things I love about this company is the Charitable Foundations. Last year, we were the largest contributor to breast cancer research and we have a campaign to fight domestic violence, by supporting safe houses across the nation.

Please turn to page 4, and circle the 100% Satisfaction Guarantee in your Beauty Book. That means that if you're not totally happy with a product, I will take it back and exchange for something else or return your money.

Tonight we will be focusing on basic skin care. I'm going to teach you about the basics for healthy skin and how to keep it simple. At your 2nd facial you will get to try more color and our **AWESOME MICRODERAMBRASION SET** that gives you **INSTANT RESULTS!**

Wouldn't you agree that make-up looks better on healthy skin than unhealthy skin?

You will get the best results from your skincare when you use one brand only, from your cleanser to foundation because they are manufactured and designed to work together. One company does not test their products with another. Therefore, when you mix brands, you may create a chemical reaction right on your face! Which can result in acne, oiliness, dryness, who knows what!

You are going to get a personal one on one consultation at the end of the party to answer any questions that you have. My goal is to have you feel better about your skin than ever before. The key to healthy skin is daily routine.

I want to be YOUR Mary Kay CONSULTANT FOR LIFE! You never have to worry about your skin care ever again!

Also, just for being here, you are entitled to a 2nd facial! Your 2nd facial is CRUCIAL! At your second facial you will get to specially request colors to try!

Wouldn't you agree that that's important?

Finally, it's your chance to be a Hostess should you choose to share it w/ a few friends!

FREE GAME

There is nothing better than being a Hostess! The Hostess gets special attention, gifts, and FREE product because it is an important part of my FREE service to you; I'm going to help remind you about your 2nd facial. We're going to play a little game.

Is anyone into FREE??

(Begin FREE GAME.) Every time I say '2nd facial.' the first person to say 'FREE' gets to put the gift in front of them. Whoever is left with the gift at the end of the game gets to keep it. So, every time I say "2nd facial" the first person to say "FREE!" gets to put the gift in front of them.

Tonight there is absolutely no obligation. This is your chance to sit back, relax, and hang out with the girls. However, if you are tempted, I have everything with me today and for your convenience, we do accept cash, check, MC, Visa, and Discover, and Creative Financing!

(Sneak 2nd facial in as many times as you want!)

Mary Kay is the #1 Best Selling Brand of Facial Skin Care and Color Cosmetics in the U.S.

We are a **Top Quality Product**; we put all of our money into the ingredients and not into advertisements. **Wouldn't you agree that is important?**

Also, our products are fragrance free unless we state otherwise; safe for sensitive skin; we don't test on animals; and we won't block your pores.

Did you know we are less expensive than department store brands and getting less expensive than most drug store brands?

We are able to keep our prices down because we don't house our products in the stores. We're 20% less than Clinique and MAC, 30% less than Estee Lauder, and 40% less than Lancolm.

We last twice as long as drug store brands. Those last about 2-3 mos. Ours 4-6 on Skincare & 6-8 for supplements. And you cannot return any of those, But MK has a 100% guarantee!

Let's get started shall we? Look closely and feel your skin

Would you say that you are you totally and completely satisfied with the way your skin looks and feels right now?

If there is anything you want to change jot down on the back of your profile card.

Lip Mask - apply all over the lips and just outside the edges leaving a white shield. You want it to look like Got Milk! It's important to get the dead skin cells off your lips just like your hands, your body & your face. Once you get the dead cells out of the way, the hydration can really make a difference.

There are 5 essentials to healthy skin. Cleanse, exfoliate, freshen, moisturize and protect.

Cleanser –Remember how your face feels now. Apply all over your face, avoiding the eye area. Never use products on your eyes that are not made specifically for the eye area. You would do this every morning and every night and rinse off in the shower or over the sink with or without a washcloth. (Hand out damp washcloths to remove cleanser and lip mask.)

(Let your Hostess do the Microdermabrasion Now – and rinse off in the bathroom. Continue with your script and catch the hostess up when she returns Don't forget the step 2 Refinish for the Hostess!)

Feel your face now. **Do you feel a difference?**

(2nd facial)

Lip Balm – Do your lips feel smooth? Apply your lip balm. It hydrates up to 6 hours. Contains Vitamins A & E to fortify your lips. Most Chapstick have alcohol in it. What does alcohol do? Dries. None of our lip products will strip your lips' ability to produce it's own moisture.

From now on draw an imaginary line in the middle of your face and only apply the supplements to half of your face – your pampered side.

Look at the before and after picture on page 7. We are going to apply the Miracle Set to your skin to firm, permanently reduce and help prevent the appearance of fine lines on the face and throat!!

(Read the percentages on the results after 8 weeks of using Miracle Set).

Day Solution – Apply on the ½ of your face that is your pampered side. Has SPF 15 which blocks the UVA as well as the UVB rays. A are the aging rays, B are the burning rays. Not all sunscreens block UVA, the aging rays. So, you may not be burning, but you're still aging.

(2nd facial)

Night Solution – apply the night solution on same side on your neck only. This solution has tiny nutribeads that burst to dispense a highly effective blend of vitamins E and C to effectively heal the skin. C is oxygen and light sensitive and will dissipate. Vitamin C is capsulized so that the activity can occur right on your face and not in the bottle!

Both Day and Night Solutions contain retinoids, a vitamin A derivative that stimulates the production of collagen. As we age, we naturally produce less. This is your collagen in a bottle both day and night!

Age-fighting Moisturizer – apply on your pampered side only, avoiding the eye area. You want to moisturize to keep your skin supple and hydrated. Oil does not equal hydration. In fact, sometimes your skin will produce oil to over compensate for dryness! So applied day and night, it hydrates around the clock.

Now, feel both sides of your face with the back of your hand. Can you feel a difference? What do you feel?

This is your personal test to see why using a product system together can increase the appearance and feel of the skin. Just so you know, what we've just done would normally take you the time it takes to brush your teeth.

Tickets

Ask questions for tickets toward our drawing ~ questions should be about the products you just tried only.

We've completed the basics for healthy skin except for foundation!

Women Age in 3 places first, tell me what they are?

Hands, Neck, and Eyes, we have taken care of the hands and the neck – now let's focus on the eyes. The eye area is thinner skin & underneath your eye is the only place on your on your face that does not produce its own moisture. So, if you don't give it, it doesn't get it. No wonder it's the first place to show signs of age!

After tonight you are going to start to notice other women's eyes. And you will know that it is an area we really need to focus on.

Indulge Soothing Eye Gel Apply above the eye, below the eye and to the side on the pampered side only. Instantly reduces fine lines, wrinkles and puffiness. Also, it can be used throughout the day as a pick me up. It won't disturb your make up. Great for computer users and itchy allergy eyes!! Green Tea works on the wrinkles and cucumber for puffiness.

(2nd facial)

TimeWise Age-Fighting Eye Cream Apply on that same, pampered eye on the same place. Hydrates for up to 10 hours, fills in fine lines giving a smoother appearance. It's wonderfully hydrating! Apply morning and night giving you moisture around the clock!

Everyone lift the mirror arms length and compare your own eyes.

You may notice that the pampered eye appears more lifted, more open, less lines.

What did you notice?

Tickets

Ask questions for tickets toward our drawing ~ questions should be about the eye products you just tried only.

(2nd facial)

I'm just going to take a quick moment to share with you why I'm so excited about what I do!

I started Mary Kay because I was looking for something more (or tell your Success Story) Now I help women to look young for as long as possible, look beautiful, feel great, & teach them how to run their own businesses and how to dream again. And I love it!

Now, Mary Kay isn't for everyone because we need wonderful customers to sell our awesome products to but I would love to tell you a few quick facts to get you thinking about things you may not consider and peak your curiosity a bit as we can have all of this in our Mary Kay Careers.

You've all heard of the Pink Cadillac right? **Well, did you know that MK gives away Red Pontiac Vibes and Platinum Grand Prix?** And that the fastest anyone has earned a car was less than a month. They don't put any limitations on us. We have the largest fleet of direct sales company cars on the road in the US!!

Did you know that our marketing plan is taught at Harvard Business School as the chosen Marketing Plan to mimic!

These are some of the Reasons why women would start a Mary Kay Career: Money (life style change, or just enough to buy a new pair of shoes.) Recognition, Self Improvement, Flexibility and Freedom, Free Car, Advancement, Tax Advantages and Being your own Boss.

Tickets

Ok, I will answer any questions you may have about the business and I am giving more tickets for our drawing.

It's time for a flawless finish! Now you get to do both sides of your face!

Aren't you excited?

Concealer – is the most concentrated product we have in our line, a little dab will do ya! Cover any red spots, brown spots, acne scars, under your eye... Make sure you apply it to discolored skin only.

Foundation – Apply all over your face now. If we have the right color, you shouldn't see a line. If we have the right formula, it shouldn't feel heavy or weighted. It should feel totally natural. Foundation protects your skin from the environment. Many cosmetic companies neglect this as a part of their skin care regiment but studies show that women who wear foundation, age less quickly! It's your shield of armor. The wind, pollutants and sun hit the foundation and not directly onto your skin. It keeps the good stuff in and bad stuff out.

Do you notice that you'll have to tug more on your 'un-pampered' side?

Do you notice that your pores are more visible on your 'un-pampered' side?

Do you notice it to be less smooth?

This is where the benefits of a system can become really apparent. Check for yourselves as you're applying.

Dual Coverage Powder or Loose Powder– apply all over your face. It gives your face a matte, finished look and sets your foundation for the entire day.

Are you having fun?

Now for a touch of glamour! At your **2nd facial** you will be able to customize and complete your entire look! Today we'll do lips and cheeks.

Lipstick – Apply with your applicator or use your fingertip.

Cheek Color –A little color goes a long, long way with the cotton ball. Makeup Artists suggest that you start at the top by the hairline, and turn the cotton ball and bring the color down softly. Brush smoothly in a paisley shape keep it on the cheek bone and the apples of your cheeks. If you apply too much color, you can blend with powder and a cotton ball over the blush in a circular motion. (Powder is our friend!!)

Just so you know, we have other supplements that I did not have time to go over tonight. For example, if you have concerns about Acne, Red Rashes, or constant oil throughout the day, I can share these products with you at our 1 on 1 consultation and at your **2nd facial**.

OK—now it's compliment time. Tell your girlfriend what you like best about her look and her skin.

OK, I need your help. I know this may or may not be for you, but, grab your profile card and indicate 1 of 3 things on the back:

YES, OK or NO

Write YES if you are interested, can learn to do what I do and want more information. OK if you are willing to help me practice and roll play. And NO if you are NOT interested in hearing the facts and want to be a great customer for me.

Great?

When you choose to have your 2nd facial the really smart and fun way, with girlfriends that are over 18 and who don't already have a Mary Kay Consultant, you will receive FREE MK products just for having them join you! Just like _____ did today.

Who won the FREE PRIZE??? Yeah! Let's see what's inside?! (Do your drawing(s) for the ticket prize now too.)

I want to be your Mary Kay Beauty Consultant for life. Call me or order online 24 hours a day. I have a complete store at home for your gift giving needs, I am available for you. I take Visa, MasterCard, Discover, cash or check.

Go over the Results of the Miracle Set one more time!

The Miracle Set is the most important thing you can do for you!!

CLOSE

Turn to the Beauty Essentials Bag page

Did everyone have a great time?!!

Great!! Now I'll show you how sets in MK can save you money!

Let's review what we did tonight. (Quickly, go over each item in miracle set. Point to the basic.) Mary Kay asks that we do not break the basic set. It is the only thing that must be purchased as a set your first time because my focus is to care for your skin and we have the 100% guarantee. Remember, mixing products from cleanser to foundation can result in chemical warfare. Everything else can be purchased individually

(Show the SETS unveiling each step of the roll bag one at a time ending with the Complete Collection. It is up to you if you want to offer it at a discount.)

Show the sets!

(Share the Visibly Fit body Lotion and pass around at this time.) The **Visibly Fit Body Lotion** does for the body what Timewise does for the face! It firms and tones the skin, decreases the appearance of cellulite and stretch marks, scars AND spider veins!

NEVER SAY THE WORD 'DOLLARS'!!!!

Set # 1 Complete Collection \$299 over \$108 Savings if you purchase the complete collection you are literally getting the Miracle Set for Free! And the Travel Bag as a Free Gift!

Set # 2 is the Create A Roll-up Bag (pass out copies to each person) Choose at least 4 sets and The advantage to you is the Roll-up Bag for Free. (Offer 4 sets @ \$199 if you choose)

Set # 3 is the Miracle Set for \$104

Turn back to page 6 & 7 in your Beauty Book and look at the results and the before and after pictures. The Miracle set is the most important thing you can do for you! Remember in the Complete Collection you are getting The Miracle Set entirely FREE!

Remember ladies, I have everything with me that you need and want! I take cash, check, Visa, MasterCard, Discover. I also offer creative financing I can talk to you about when we talk individually.

Now is the time I promised you that I would meet with each one of you individually to answer any questions that you may have and see what you would like to take home today.

Faces and Finances are private so we'll be meeting in the other room. Be sure to bring all of your papers.

I believe our hostess has some refreshments for you! Who's in a hurry? (If no one, take the sparkler or the cynic.)

Come with me so I can get your opinion of what I did and the products.

ONE ON ONE INDIVIDUAL CONSULTATION

3 objectives – 3 CLOSES PER GUEST:

Sell sets
Book future classes
Schedule the interview

Sit to her left and mimic her. The way she sits or carries herself. If she is relaxed, you relax. Sit back. If she sits up then you sit up. You have been over her for the last 45 minutes so your eyes need to be lower than her eye level.

(Try to Memorize the Individual Close)

I really enjoyed you being here tonight!

Did you have fun?

What was your favorite part?

Do you love the way your face feels? (Touch your face.)

What would you love to take home in your bag tonight? The Complete Collection or is the Create A Roll-up more what you had in mind?

(Stop talking and look down take her profile card and start copying her name and address on the ticket—wait for an answer. Don't be 1st to speak.)

THAT'S A GREAT CHOICE! (Write out the sales.) (Look at her profile card to be sure she got the products to meet her personal concerns.)

For your concerns I'd recommend...

Loose powder is not in this set. Would you like a good loose powder?

Is your mascara more than 3 months old? _____? Great!

How did you want to take care of that? Check, cash, V/MC, or Discover? Okay, great. (Finish the ticket and give her a copy then put the ticket upside down aside.)

Is there any reason why you couldn't include a few girlfriends at your 2nd facial and you could get up to \$100 in FREE Products?

(Offer the choice of 2 options – example: What is better for your Wednesday or Thursday – 6:30 or 7?)

(GET IT IN THE DATEBOOK – Close date book and put it aside)

Our ideal number is to have 5-7 of your friends join and the most successful hostesses start with a guest list of 10. (Take out your hostess packet and fill it out for her. This is her reminder sheet and takes you through all of her coaching steps. Set date & time to get names, #s and addresses of guest list in 1 to 2 days. **No guest list = no class.** If she wants to e-mail the list, still book a time to go over that list so that if she forgets, you can remind her at an appointed time.)

** (Never leave w/o at least a tentative date on your books or a specific time in the next day or 2 where you'll both have your calendar to book the 2nd session if she doesn't want to pick a date.)**

If she has a yes or ok on her profile card...

Thank you for agreeing to help me practice by letting me explain to you how I make my money in our marketing plan! It'll only take about 40 min. I'm in training so my Director will role-play with you while I take notes. Would tomorrow be good or the next day better? (Make sure you complete the sharing interview within 24 – 48 hours.)

All right. Thank you so much _____. Will you please send in the next guest?
Great

Understanding the Foundation Numbering System

1. Shades are separated into three categories Ivory, Beige, Bronze.
2. Shades are separated into intensity of color (lightest to darkest). This involves the first two digits.
 - 10 = lightest intensity
 - 80 = darkest intensity
3. Shades are separated by undertones (shades). This is the last digit.
 - 0 = Yellow
 - 2 = Olive
 - 4 = Pink
 - 5 = More Pink
 - 7 = Golden Orange
 - 8 = Warm Brown

For Example: Ivory 100 = lightest intensity (10) with a yellow undertone (0)
Bronze 808 = darkest intensity (80) with a warm brown undertone (8)

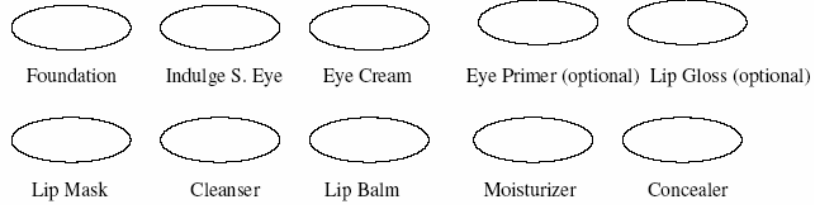
Set Up for Each Person at your SCC:

- mirror and tray
- 1 index card with cheek and lip colors attached
- Customer Profile Card
- Beauty Book
- Pen

1 cosmetic sponge for Powder

2 cotton balls

Styrofoam tray filled with:



Loose Powder	1 Cosmetic Sponge	FOUNDATION	CONCEALER
		EYE MASK AGE FIGHTING EYE CREAM	MOISTURE
		NIGHT SOLUTION	DAY SOLUTION
		REPLINISH	MICRODERM
		LIP BALM	CLEANSER
2 Cotton Balls	Applicators	LIP MASK	

Supplies: Customer Profile Card, Beauty Book, Pen, 1 "Tell me what you think" sheet, 1 head band or clips, Sales Ticket (on back of beauty book)-->CREATE A ROLL-UP BAG SHEET
 Calculator, Pen, Look Books, Business Cards, Date Book highlighted with your available dates (fill in separate area of home)

