

HAVING FUN AT A PRODUCT PRIVIEW/ TRUNK SHOW/ PAMPER PARTY

“On with the show” is a group selling presentation for the busy woman of 2004!! It offers Consultants opportunity to meet a number of new potential customers and team members in her limited time. It is fun!!

PROFILE OF THE WOMAN OF TODAY:

- Most women work outside the home.
- These women are mobile, moving and busy.
- They grew up using cosmetics so they already know application techniques.
- They know about different cosmetics.
- They have more money to spend and spend it.
- They have little time to enjoy spending their money.
- They love to shop but have time constraints.

While Skin Care Classes will remain your SINGLE MOST PROFITABLE group selling presentation, the “on with the show” appointment provides a way to reach potential customers and recruits and helps consultants meet their objectives of a full-circle class: 1) How many sets can I sell? 2) How many future selling appointments can I schedule from this class to replace this appointment and 3) How many recruiting interviews can I schedule to build my team.

PREPARATION

- Use your demo roll-up to demonstrate. Take with you “sets” of each line of product.
- Look Books, Profiles, Pens/pencils.
- 2 Gift Bags—1 large and 1 smaller. Put a GIFT in the small one and a nicer “GIFT” in the larger bag.....stuff with tissue paper.
- Hostess Packets
- Recruiting Packets

BOOKING & COACHING

‘Hi_____, this is_____ with MK Cosmetics.....do you have a quick minute?? (Always ask permission to speak.....and if she says ‘no’, ask when would be a good time to call back.)

I am so excited!! I am doing “Pamper Me Parties” for busy; women.....it's different from the traditional skin care class! No one takes their make-up off.....no trays and mirrors, no wash clothes.....and it takes only about an hour!!

All women love to shop so it just involves inviting friends, family and neighbors—the more the merrier—over to socialize and pamper themselves with the newest Mary Kay products!! YOU are such a fun person and I know you have fun friends and I know that YOU love MK products!! (or will love them) I would love to give YOU MK products at a 50% discount for inviting friends in as my 'thank you' to you!!

(Use this "hostess credit" to get started and then booking AT the classes, give the new Hostesses 1/2 of what they buy tonight FREE at their own class as their Hostess Credit.)

What do you think??? Sound like fun?? Great!! Which would be better for you.....daytime, evening, or I can even come into work over your lunch hour?? Great! I'll send you a Hostess Packet tomorrow.....I will need to get your guest list by _____-so I can mail each person an invitation!! I appreciate you.....and am looking forward to your party to see how much product we can get YOU for FREE!!"

KITCHEN COACHING

- Coach your Hostess using the "4 point recruiting plan" from your Career Essentials.
- As Guests arrive, the new consultant greets the guests and introduces them to the Director or Recruiting Consultant. Director/Recruiter greets and gives them a Profile to complete and then suggests when finished that they give it to her and have refreshments. ('Good time for the Director/Recruiting Consultant to get acquainted with the guests and begin building a rapport for the evening.)

INTRODUCE SELF and play the "name game." Give each person a piece of paper & have them write their names on the back of it. Look at your watch and say, "Whoever gives me the most names and telephone numbers of people that you think might enjoy a complimentary Mary Kay makeover will receive a special gift!! READY.....SET.....GO!!! (Do this fast so they do not hesitate before writing, time one minute, have count up, reward prize, take slips of paper as these are referrals that you can use to book future facials using the mutual friend's referral. Prize can be a "Look Card" with ribbon, Hand Cream Sample, etc.)

- FACTS ABOUT OUR COMPANY: "YOU may all have heard about Mary Kay Cosmetics and I'm going to tell you a little about our Company and what makes it a successful one!!
- MK Cosmetics has been listed among the 100 Best Companies to work for in America.....the ONLY cosmetics company and the Top 10 Best Companies for women!
- Our company is based upon the Golden Rule and allows us the priorities of faith first, family second and career third.

- We have more women making over \$50,000 a year than any corporation in America and many are making six figure incomes yearly.
- We believe in praising women to success and recognition exists in many forms from a cheering crowd to cars, diamond rings and trips.
- This is the best self-improvement course in America. Many women are excited about growing in self-esteem and self-confidence which are some of the greatest benefits of the opportunity.
- Friends and fun abound! Because we focus on the positive and the possibilities, the people we come into contact with become our friends and we DO have fun!
- Mary Kay cars are our trophies on wheels!! Mary Kay awards Pontiac Grand Ams,/Pontiac Vibes, Grand Prixs and the prestigious PINK CADILLAC!
- Advancement is on our own proven ability.....we advance to management positions according to our own desires and time schedules.
- It is truly rewarding to be your own boss!
- We have no quotas and no territories.

NOW LET'S GET STARTED SAMPLING OUR FABULOUS PRODUCTS!!

Give each person a Look Book or a Beauty Book and a pen. Give each a ticket for being here tonight.

“Why do you think we are the #1 best-selling brand of skin care and color Cosmetics??

Mary Kay has a complete \$-back guarantee—no more buying mistakes!

Our product works!! YOU will be pleased with the results or it can be returned.”

Do a “Hand Facial” - TW 3-1, Day Solution & TW Moisturizer on the back of the right hand (Night Solution on the same elbow). Then put a very small amount of Bronze 808 Medium coverage on both hands. Share the facts about the Miracle Set from your Beauty Book (Look Book has “condensed info”) Have them “check” products they are interested in as we go through the Look Book.

Pass TimeWise Visibly Fit Lotion and have them put in on the right arm.

Have them touch and experience as many products as possible, romancing and passing them.

Final Step is Satin Hands to clean off all of the Foundation.

Encourage guests to browse and check in books while waiting for their turn for their private consultation. Tell them, "YOU will receive 1 ticket for each \$10 in purchases. These are the tickets which will go into the drawing for the "door prize"! When you schedule your own Pampering Party to be held within the next two weeks, YOU will get an additional 3 tickets for the drawing!! When you hold your own Pampering Party, YOU will get 1/2 of your purchase amount tonight FREE as your Hostess Credit!!"

Today, when we have 40 tickets for the drawing (or whatever YOU decide), the gift will be the smaller bag!! When we have 60 tickets for the drawing, it will be for the larger bag!! (Number of tickets may depend upon how many people are in attendance.)

CLOSE: Each guest brings her "book" to you with items checked she wants to order. Write items on sales ticket....but not amounts yet. When she has finished the order, total and set a date with her for her "Pampering Party" with friends. (She has her list on the "papers" from the "name game". If she doesn't book, ask her permission to call them as her referrals.)

After all of the orders are taken and classes scheduled, have drawing from tickets. "Big Bag" or "Small Bag" is determined by number of tickets (sales); example—40 tickets=\$400 class (small bag) and 60 tickets=\$600 class (large bag).

THANK AGAIN FOR COMING! Give each a small gift for coming. (Suggestion: Trial size Hand Cream or Trial size Spa product. Again, wrap "fancy"!!)

Give a few hints for their appointments with new Hostesses:

- Ask for a commitment from those who are invited.
- Overinvite to avoid disappointment – invite 30 "yeses" to be sure of having 15 there.
- Tell them that you will call them 3 days before the event for their guest list so that YOU can call the guests to invite again.
- Keep refreshments simple.
- Take outside orders from those who cannot attend or from those who want to purchase product in advance – they will count toward hostess credit.
- Get excited about the product you will earn as a Hostess.
- Have fun!!!

Call your Director when you get home – she will be eager to hear from YOU and your new team member!!!