

## **Packing List for Advanced Skin Care and Advanced Glamour:**

- **Gifts to bring:**
  1. Empty compact for the “pass the Box” Game
  2. Ticket Drawing gift (\$10 product item) and tickets or M&M’s
  3. Roll of Tickets
- **Foundations (Ivory bag, Beige bag, Bronze bag)**
- **PMS bag:**
  1. Full size brown and black mascara
  2. Full size blonde eyebrow pencil and sharpener
  3. Mascara wands and extra sponge tip applicators
  4. 1 each Look cards with lip and eye pencils and lip gloss taped in
  5. Full size lip glosses
- **Pre-packaged Ultimate Timewise (Timewise, day/night, Visibly Fit Lotion, Timewise Eye Cream) plus empty Custom Compact and Microdermabrasion for each person.**
- **Roll up bag filled with Sets 1 - 10**
- **Brush Set**
- **Glamour cards**
- **Full size Velocity and water bottle (for Velocity facial cleanser)**
- **Pre-packed Mirror(s) (applicators, cotton squares, sponge wedges, profile card, head band, ink pen, Styrofoam tray, Beauty Book, sales receipt, Create a Roll up sheet and Tell us what you Think form)**
- **Hostess Package (“Company Brochure, beauty book, outside order form, skin care surveys)**
- **MRSCAB book (see unitnet site for print-outs)**
- **Recruiting literature (“Imagine the Perfect Career”, “Something More”)**
- **Hot washcloths (Wet and microwave for 2 minutes then wrap in foil)**
- **In your car, leave your tackle box with your Glamour and a sweater box for your foundations, powders and concealers.**

## **PACKING FOR SPA CLASS**

- **Tubs for each person to soak their feet (You can get at Big Lots or Walmart)**
- **Sets 11 - 15 in a Bag**
- **Each of the spa line lotions**
- **Have each customer bring their own towel**
- **Gallon size Zip Lock Bags**
- **Nail Polishes (optional)**
- **Create a Roll up and Tell us What you Think forms**
- **Ink Pins**
- **Profile Cards**
- **Tickets and Gift for Ticket Drawing**
- **Pass the Box Gift**
- **MRSCAB Book**

### 3 Clinic Procedure and Scripts

Introduce Everyone

Have Hostess Gifts in your arm.

I want to welcome everyone and thank you for coming. My name is \_\_\_\_\_ and I have the privilege of being your Mary Kay Beauty Consultant for your Advanced Glamour Clinic (or whichever clinic you are doing) tonight. You will get to experience the #1 Best Selling Brand of Skin Care & Glamour on the Market today. We are ALL about "Customer Service". Now, How many of you agree that "customer service" is a lacking skill in America today? We could all share stories all night long but let me share with you my commitment - we want to give you absolutely the BEST CUSTOMER SERVICE that you have ever experienced! Not just for your skin care needs but for color cosmetics, body care and executive gift giving. We want to be your beauty experts from head to toe.

So tonight we will be working with your glamour. We will talk about eye looks, face shapes, concealers and highlighters and then at the next clinic we will teach you about the No.1 Powerhouse product of Skin Care products on the line. It's patent approved - It is our TimeWise - We do an entire clinic on Microdermabrasion and Advanced Anti-Aging. You're going to LOVE it! Then we will take you all the way to your toes and you will experience our Aroma Therapy and our Spa line plus you will get to treat yourself to a pedicure! Because who are we?? (Pause) We are your Beauty experts from head to toe.

The first thing we want to do is set up your other two clinics. Your consultant has the schedule of our clinics that will be held here plus she can schedule on her own personalized schedule. So if you will go ahead and setup your other two clinics, you will receive a ticket for each clinic you schedule tonight.

Turn on music and book each guest.

"I'm doing \_\_\_ clinics here or here. Which is better for you?" Now, let's book your 3rd clinic, we are doing that clinic here or here, which is better for you?

\*After the bookings-say "Now, we would love for you to come to this clinic by yourself or if you choose you could bring some friends, we find most of us enjoy doing everything together-just like going to the bathroom. ☺

We are going to give you a chance to earn Free product and it's very simple. See this beautiful bag - you can earn this by sharing with 5 friends between the next two appointments or we offer \$10 in free product for each friend who joins you, with a limit of 5 people who are over 18 and do not have a consultant. Just write down next to your name how many you want to bring with you to the next clinic.

After everyone has been booked:

"Does everyone have their "Create A Rollup Sheet" ?

Doesn't that look like fun! Guess what! You will get to experience all 15 of these collections at the next 3 clinics. DOESN'T THAT SOUND FUN? This sheet becomes your "wishlist" and tonight, whenever we are working thru the Collections and you can circle any of these collections when you think "Oh, I'd Love to treat myself to this or I'd love to earn this or I'd like somebody to give this to me as a gift. Just circle it.

Show 2 Sets

MRSCAB Purse Game (See below)

Show 2 Sets

Name Game

Show last Set

**\*\*Sets 1 -5 are for the Anti Aging and Microdermabrasion Clinic**

**\*\*Sets 6-10 are for the Advanced Glamour Clinic**

**\*\*Sets 11-15 are for the Spa Class**

**\*\*Remember to do teasers for the other clinics...like "you are going to love trying the \_\_\_\_\_ at the anti aging class or your feet are going to be so thankful for the spa class"**

## **Clinic Close:**

There are 3 reasons I chose Mary Kay products.

First was Creative Financing.

If you really want it, we can find a way for you to have it. Although you are under no obligation to purchase anything, I do have many ways to help you treat yourself to any products you might be interested in. In addition we do accept Master Card, Visa, Discover, American Express, checks, cash and HUP, the Husband Unawareness Program. Plus, you will get to take the products home with you tonight!!

Second was the 100% Satisfaction Guarantee.

How many of you have a make up junk drawer?? This will never happen with Mary Kay because all of the Mary Kay products are backed by a 100% satisfaction guarantee. If you purchase any item and decide you do not like it, return it to me and I will exchange it at no cost to either of us.

Third was to support other women in business.

When you treat yourself to Mary Kay products you help to support other women in business. We are all independent contractors with Mary Kay. How many of you spend your money at Wal-Mart or Dillard's? No one will call you to ask how your toaster is working will they? I am your step four in your skin care line. This is not a one-time sale; I would love the privilege of being your consultant for life.

Now—Does everyone have their "Create A Rollup Sheet"?

Now here's our Special for today—You can treat yourself to any of these sets and if you're wondering the amount of these sets run between \$50 to \$60. You can pick any 4 of these sets out of ALL 15 and the cost will only be \$199 PLUS we are going to treat you to this beautiful rollup bag! By the time you have experienced all 3 of your clinics it's going to look like this—Doesn't that sound exciting?

Hand out Tell Us What You Think Forms

## Individual Consultations:

**Close Sale:** *Which of these sets would you like to treat yourself to tonight? Remember the special price of \$199 when you pick out just 4.*

Hand her a Hostess Packet in a page protector:

3 pages skin care survey

3 pages outside orders

Imagine Career flyer

Look Book

*\_\_\_\_\_, I am so excited we are getting together on (date) for your \_\_\_\_\_ clinic! Let me show you a great way to invite some of your girlfriends. This skin care survey helps you to not obligate your friends...how does that sound? Anyone you would like to invite...no cranky, crabby or crisis people ☺ just have them fill out this survey and if they marked yes on question 4 you can invite them. By the way is there any reason why I could not swing by in a few days and pick these up....you will get an additional \$1 in free product for everyone you get filled out. Then we can go over who is coming to which clinic! Remember you can get any of these sets for free when you have 5 girlfriends come and hang out with us!*

*"\_\_\_\_\_, based on what you saw me do tonight, on a scale of 1-10, what would your interest level in part-time or full-time with Mary Kay be?" If higher than a 2 "Great! What about Mary Kay intrigues you? (Do not overcome objections at this point; just acknowledge that they are legitimate concerns.) Can I give you some food for thought? I don't know if this is anything you would look at, but when I pick up the surveys could I take about 20 minutes and show you how MK could work for you and your family? It may not be for you right now but that way you could make an informed decision and you would be under no obligation and I would love to work with you."*

Ticket Drawing

Tell Us What you Think Forms Drawing

Fill the orders.

## MRSCAB PURSE GAME

Using your MRSCAB book and script taped to the back of the book, share your I-story and why you are so proud to be a part of this company. "Now let's play the purse game." Use Tickets as you ask what each letter (M-R-S-C-A-B) would represent and give a ticket to the first person to guess the right answer for each letter. There will be a drawing at the end of the class. (I do tickets for the loudest customers and the most fun and for asking a question and for the most names from the name game)

*I have been in Mary Kay for \_\_\_\_\_ and, in addition, I do \_\_\_\_\_. What I really enjoy about my business is \_\_\_\_\_. We are looking for women in this area to teach skin care and have the opportunity to run their own businesses. This may not appeal to you at this point in your life, but you may know someone who would be great at it. You will receive \$50 in free product when you refer someone to me who joins and places her first order.*

*Keep in mind Mary Kay is not a pyramid or multi-level company. We are a dual Marketing plan. We just had our 13<sup>th</sup> year as the #1 skin care and color cosmetics combined on the market with worldwide retail sales over \$4 billion. We have an incredible reputation and that is why Mary Kay has been recognized on the Fortune 500 Most Admired List. Mary Kay Ash was just selected as the Most Influential Business woman of all time, Henry Ford was the male selected! But for now, I want to quickly run through the 6 reasons why women start their own business with Mary Kay. I will call out a Letter and the first person to find something in their purse that starts with that letter gets a 3 tickets, then the second person gets 2 tickets and the third gets 1 ticket....are you ready...here we go.*

*"M" stands for MONEY. If your boss said to you, if you put in an extra 6 - 8 hours a week, I would give you a \$800 raise -how many of you could find those 6 - 8 hours? What would you do with an extra \$800? (ask each person) This is what our average Consultants are making on a part-time basis. How many of you feel you deserve a 6 figure income? That is what Cadillac Directors are averaging a year. Another nice thing about our product is that it is consumable - so you get paid over and over for doing your job. How many of you worked hard today? Would you love for your boss 3 months from now to pay you again for the time you put in today? This is where financial security comes in. There are 5 ways that we can market our products-On the face, On the Go, On-line, On paper, Show on the Go, Samples and Product on Trial.*

*"R" means RECOGNITION. How many of you feel you deserve a little more recognition for the work you do? Would you love a round of applause just for showing up everyday and a voucher for a free gift every 3 months? In Mary Kay, we can receive a "thank you gift" every 3 months just for doing our job and we also get prizes and applause every week.*

*"S" is for SELF-CONFIDENCE. How many of you would love a little more confidence and people skills? This is one of the major areas of training in Mary Kay. This is the area that really carries over to our other jobs and our families. This can make you better at everything you do now.*

*"C" is for FREE CARS. If you had your choice between a free red VIBE - full car payments, taxes, license, and 87% of the insurance paid by Mary Kay - or \$375 in cash a month, which would*

*you take? You can earn the use of a company car in just 1 - 4 months. I will be earning mine in \_\_\_\_\_.*

*"A" is for the ADVANTAGES. Who would love having your own dot com company? Mary Kay is a great way to join the e-commerce industry. For just \$50 a year you can have your own interactive website for your customers. We have free training on time and money management along with where to find people, product knowledge, and many other areas. Plus - there are no quotas, no territories and a 90% Buy Back Guarantee in Mary Kay. You can enjoy incredible tax benefits, because you own your own business.*

*Last, there is "B" for BEING YOUR OWN BOSS. Who would love being your own boss? This is the best part because it allows you to keep your priorities in the right order - faith, family, and then your career. You can also choose when and if you want to promote yourself. Let me ask you these 2 questions: (questions on the page in your recruiting notebook for Being Own Boss)*

## PROFILE CARD PAPERWORK

### Supplies Needed:

- Postcards with return address and stamp
- Spiral Notebook
- Check box (take a profile card to make sure it will fit) with Jan-Dec and A-Z Dividers
- 8 ½ by 5 ½ envelopes (Greeting card envelopes)
- Accordion folder with Jan-Feb tabs for Income and Expenses.

### Processing your Profile Card:

Step 1. Address a Thank you card. Here is an example:

*Dear \_\_\_\_\_,  
Thanks so much for hanging out with us at \_\_\_\_\_ show! I so enjoyed getting to know you and look forward to servicing all your skin care and glamour needs. I can't wait to hear how much you are enjoying your \_\_\_\_\_! I look forward to pampering you on (date) at (time). When your friends come at (45 min later) they will be so impressed! It is women like you that make this so much fun!*

Step 2. Tear off the top copy of the profile card and leave perforated top strip, then file under her birthday month.

Step 3. Staple the profile card to an envelope with flap to the outside and leave the perforated strip over the top edge.

Step 4. Put her name and day time phone number in your spiral for a call 2 days later to check on the product results. If she did not purchase, just a quick thank you for her time.

Step 5. File the profile card stapled to envelope alphabetically by last name in your customer box.

When it's time to renew your Preferred Customer Program (PCP), you know which ones are new customers that needed to be added by the perforated top pieces sticking over the top of the envelopes. Once added to your PCP list, you tear off the top perforated piece.

### Processing the Sales Receipts.

Step 1. Total all sales from the appointment and put on your Accomplishment Sheet

Step 2. Tear off top copy of the sales receipt and put in the envelope for that customer. Each time the customer purchases and reorders, you know when they ordered last, what shades, amounts,

Step 3. File the bank copy (write the total amount in ink) and put in the income folder.

Step 4. Put checks and cash in your money bag so you can get your deposit ready on Sunday evening.

As you call your customers, note on the back of the envelope any personal information you need to remember, Recruit Layering (shared the Fun Facts, left a tape, etc.), they were feeling bad last, they have a baby due in, their child did this or that...the next time you call your customer you can ask how they feel, how close to delivery, etc. This helps build relationships with your customers.

Once a month pull all the birthdays and mail them a Beauty Book with a Birthday card (see unitnet) at the beginning of the month. Write her birthday in your spiral for that month and call her to wish her a Happy Birthday.

## MONEY MANAGEMENT

<i>W/S Inventory On-Hand</i>	<i>Retail Sales to Reinvest</i>	<i>Weekly W/S Order</i>
\$3000	\$1200	\$300 for 4 weeks
\$2400	\$2400	\$400 for 6 weeks
\$1800	\$3600	\$600 for 6 weeks
\$1200	\$4800	\$600 for 8 weeks
\$ 600	\$6000	\$600 for 10 weeks

### 60/40 with a Full Store – Weekly Steps

- Step 1. Deposit all money in Business Savings account**
- Step 2. Transfer 40% (not including Sales Tax) to Business Checking account**
- Step 3. Pay \$30 to MK loan from Business Checking**
- Step 4. Transfer remaining amount in Business Checking to household account**

**Example: \$1000 week + 8% sales tax = \$1080**

- Step 1. Deposit \$1080 into Business Savings**
  - Step 2. Transfer for \$400 into Business Checking**
  - Step 3. Pay \$30 to MK loan from Business Checking**
  - Step 4. Transfer \$370 to Personal Checking**
- Step 5. To order products, transfer \$680 to From Business Savings to Business checking and place on debit card.**

**\$500 wholesale to replace the \$1000 of retail products you sold**  
**\$50 (5% of \$1000) to order Section 2 and PCP gifts**  
**\$50 (5% of \$1000) to replace products used for hostess gifts.**  
**\$80 for Tax.**