

AJ Party / Bedtime Beauties

USING SKIN ANALYZER APP

AT A GLANCE

Introduction

- **Quick introduction** name, where you live? What you do? Quickly find commonalities. Who has been your experience with Mary Kay? Get comfortable with one another.
- **Have your analysis ready** to show so you can show your picture during each topic. It makes everyone laugh and creates some fun conversation.
- **Go through Why Wash With Mary Kay.**
⇒ **Ask them:** What impressed or surprised you the most?
- **Show them the Create A Roll-up Sheet** and how they get to work with you several times to try all of these products plus a sneak peek into the specials you are offering them tonight.

****Make sure you have all the skin app results prior to the event. Have the Create a Roll Up picture ready to text at the end highlighted with the sets she listed in the comments.**

Product Time

- **If she has samples of Skin Care**, have her use the cleanser on both sides of her faces and the other steps just on the right side. If she has **Oil-Free Eye Makeup Remover** she can remove her eye makeup.
⇒ *From top to bottom, go through every +sign (on top right) of every analysis topic. Click on the "More information about your analysis +" to see her product recommendations.*
⇒ *Have client read out loud the details of what it is saying about their skin by clicking on the Read More option. (the more the clients interact the better, this creates a conversation instead of instruction experience.)*
⇒ *Have them click on the products she is interested in learning about by clicking on the +More Info under the price and then talk about features and benefits and get her input on the product.*
⇒ *Suggest they build a wish list in their cart of the products they like the most. They will screenshot this to you at the end of the session to help customize their set specials.*
- **Apply the Charcoal Mask sample** on the left cheek only. This way she will be able to feel the difference.
⇒ Talk through the Overall and Uneven Skin Tone section
⇒ Go through The other Apps Options
⇒ Share your 2 minute Why Story.
⇒ **Ask Them:** Which of the apps are you most excited to try? (The mask should stay on about 8 minutes, so I fill in the time getting to know her better.)
- **Have them try Mircoderm or Facial Peel** steps on back of hand.
⇒ While those are drying go through Texture, Eyes and Wrinkles and suggest some products for her. Make sure and keep notes on what products she likes or shows interest in learning more about.

Close

- Create A Roll Up/Closet Close
- 3 Questions
- Most comments winner
- Schedule Beauty Chats (for those not previously booked during the pre-coaching)
- Text the Guest Registration Link and personalized Create a Roll up Sheet to each person.

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Practice several times with yourself, a family member or friend. Knowing how to use the app is very important.

This outline is designed for a group, if you are working with one person just ask the questions instead of texting or commenting.

1 Coaching

- Have her plan on having great lighting, good phone connection. It is wonderful if they can be on their computer with you AND then use the phone for the app, screen shots and texting you throughout analyzer app session.
- Have her download the app prior to the session and send you the results (see button at bottom of app) AND save her results ... see buttons on pink bottom row of the app. Results save for 7 days. She can screenshot her results and text to you if that is easier for her.
- When she sends you her results ask her to pre-register on your Mary Kay website so she can receive quarterly beauty magazines that show the hottest trends in skin care and glamour PLUS special gifts with purchase.
- Let her know that at the end of the session you will be doing a Private Beauty Chat. This is a 10 minutes conversation on how you can be the best consultant for her, set specials and the Prestige Client Program. If possible go ahead and schedule a time.
- If possible, get her samples of her suggested skin care and one mask. You might even want to keep these packets in your purse or ready to mail out as soon as you talk with her. You can also drop off on her porch if she is local. You do not have to have samples to work with this app. You will be doing the application right along with her.
- Have her watch this 3- minute video on product safety before you get together: <http://marykay.gallery.video?videoid=5783733970001>

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****Make sure you have all the skin app results prior to the event. Have the Create a Roll Up picture ready to text at the end highlighted with the sets she listed in the comments.**

2 The Session

- Quick introduction: Name? Where you live? What you do? Quickly find commonalities. What has been your experience with Mary Kay? Get comfortable with one another.
- Have your analysis ready to show so you can show your picture during each topic. It makes everyone laugh and creates some fun conversation.
- Go through Why Wash With Mary Kay.
 - ★ **Ask them:** What impressed or surprised you the most?
- Show them the Create A Roll-up Sheet and how they get to work with you several times to try all of these products plus a sneak peak into the specials you are offering them tonight.
- If she has samples of Skin Care, have her use the cleanser on both sides of her faces and the other steps just on the right side. If she has oil-free eye-make up remover she can remove her eye makeup.
 - ★ From top to bottom, go through every +sign (on top right) of every analysis topic. Click on the “More information about your analysis +” to see her product recommendations.
 - ★ Have client read out loud the details of what it is saying about their skin by clicking on the Read More option. (the more the clients interact the better, this creates a conversation instead of instruction experience.
 - ★ Have them click on the products she is interested in learning about by clicking on the +More Info under the price and then talk about features and benefits and get her input on the product.
 - ★ Suggest they build a wish list in their cart of the products they like the most. They will screen shot this to you at the end of the session to help customize their set specials.
- Apply the Charcoal Mask sample on the left cheek only. This way she will be able to feel the difference.
 - ★ Talk through the Overall and Uneven Skin Tone section
 - ★ Go through the other Apps Options
 - ★ Share your 2 minute Why Story.
 - ★ **Ask Them:** Which of the apps are you most excited to try? (The mask should stay on about 8 minutes, so I fill in the time getting to know her better.)
- Have them try Mircoderm or Facial Peel steps on back of hand.
- While those are drying go through Texture, Eyes and Wrinkles section and suggest some products for her. Make sure and keep notes on what products she is liking or shows interest in learning more about.

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3 Session Closing

Go through Create-a-Rollup Specials by saying:

“Ok, most people at this point want to know two things! How much does it cost and when can I get it? I have a contact free delivery system that will bring it right to your door! And because most people I know love a good deal so here are some specials. We offer any 6 sets for only \$299 and this amazing roll up bag for free for you who deserve it all. For those who don’t want it all but want great skin we offer any 4 sets for only \$199 and the bag at half price. For those who are on a budget we offer any 2 sets for only \$99.”

“Now let’s put this in perspective. Think about your favorite outfit, the one that makes you feel your beautiful best. Now think about how much you paid for it. Now add all of the accessories that make it complete. Total all the items and let’s see how much you spent on that outfit. Was it \$99, \$199, or \$299? When was the last time you wore it?”

(Soft Voice) “In five years, will you still be wearing that outfit? Which makes more sense to you? Spending money on an outfit that will be out of your closet in 5 years or investing in your skin for a product that will make you feel good every day.

Do this for me: Close your eyes. Picture your best friend. Open your eyes, now what did you see? You saw her face didn’t you? You have one chance to take care of your skin. Your friends are not going to remember you by your clothes, but by your face.”

Three closing questions:

Ask in the group and have them respond in Comments or Chat.

1. *If money were no object, which of the sets would you like to treat yourself to today?*
2. *Which products/apps would you be most excited to play with at your next appointment? Masks, Glamour, Foundation, Anti-Aging?*

Go through the Fairy Tale story and quickly show the Dollar Bill Analogy on how we make money.

Ask in the group and have them text you their response of A, B or C.

3. *What is your interest level in working with me in Mary Kay? It is only \$30 to get started!*

A

Alright let’s get started

B

Book a time for a Dream Session

C

Client only program for me, let’s play with some product

- ★ Thank them all for coming and being women of the word.
- ★ Ask if there are any more questions about the company or product
- ★ Count up comments for your winner
- ★ Let them know you will text them a Guest Survey link. Ask them to complete it as soon as possible. It will help their Beauty Chat go quicker and they will go into another drawing. You will be also texting their personalize Create a Roll Up sheet as well.
- ★ Confirm the pre-scheduled Beauty Chats and book those who are not scheduled.
- ★ Invite them all to the next unit guest event.

Send a “Thank You” text immediately after event along with photo of the Create-A-Rollup highlighted with the sets you used during the event.

“Thank you sooo much for joining us!! Here is the online survey we were talking about for the drawing. Can I give you a quick call for your private beauty chat? <https://forms.gle/YqMU734rpeL78mRs7>”

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4 Private Beauty Chat

"Did you have fun?" "What was your favorite part?" "Do you love the way your skin feels?"

S-SETS "I see you marked _____ sets (question 1 answer). How can I help you treat yourself to one of the specials tonight?"

T-TIME "I see you would like to experience _____ at your next appointment. (question 2 answer). Would love to show them to you! What about these products intrigues you?"

Pause for her answer. "Great, let's set that up, which of these time slots works best for you?" Show her your datebook if possible.

E-ENTICE "____" I am so excited we are getting together on (date) for your ____2nd APPOINTMENT. If I could show you how to get up to \$100 in free product, would you like to hear more?" It is as easy as 3,2,1 just get 3 friends together, \$200 in sales and 1 Dream session where I can quickly tell you how MK could be a blessing to you and how we make money. How does that sound?

P-PARTNER ... "You know I want to work with you, right? You are _____ (sincere compliment) and I think you would be a great addition to our family...Now, you may not want to work with me and that is OK. I see you marked _____ interest (question 3 answer) tell me a little more about what you are thinking. (Pause and wait for her response)

- If yes, have her fill out her agreement online or send her an electronic agreement and call your Director!*
- If she is a maybe: "Great! What else 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? Could we take a few minutes to do a Dream Session? We can talk more about your DREAM LIFE and see if Mary Kay could support any part of making it your REAL LIFE! This may not be for you now, however, you would have enough information to make an informed decision! You would be under no obligation and it would set you up to be a part of our Prestige Client program"