

SMILE PROCESS

NSD Diana Sumpter

4 B's of Booking

- Bless Find at least 1 reason either Experience or Exposure
- Book Agree on Time
- By the Way "by the way who do you know that..."
- Be Clear Let her know what will happen and agree on next contact (2 days)

Top 10 reasons to get together

- Ask her what she would like to learn
- Networking/Meet new friends
- Experience Like Mother Daughter or Bride or New Mom
- Skin Care Analysis
- Color Consultation
- Professional Image
- Help you with a challenge or practice your presentation
- Pampering Time
- Model Portfolio Networking/Volunteer/Seasonal/American Beauty/Going Global
- (need a folder for each on your Facebook page photo section)
- Get to know her better

Text touches after appointment is booked:

- When you get off the phone: Immediately text her your website to register and pick out favorite glamour looks.
- 2 days later: Send picture of 2 glamour looks or mask collage (depending on theme) to see which one she prefers. After she responds, ask about surveys:
1st Text: *Would be willing to help me with my Leadership training? I am doing a demographic survey to find out what women are using for skin care. This will equip us to design a training program for our consultants.*
2nd Text: When she says yes then text: *I will treat you to \$1 in free product for each one you get fully filled out before we get together (with a limit of 20) Thanks so much for helping me out!! Would you prefer them in an email or google doc?*
- 2 days later: Fun, animated excited to get to know you better text (no MK).
- Day before: Pre-Profiling and Goody Bag text (see Pre- Profiling script below) Send her a picture of the goody bag that is waiting for her.
- Day of appointment: Show picture of your bags packed or table set with a text:
1st Text Morning of the event: (funny GIF) *Can't wait to see you, everything is in place to pamper you! A million things will come today, I appreciate you for being a woman of your word! You can count on me being there rain or shine, it is women like you who make my business so amazing! Do you have a quick minute to confirm the outfit you are wearing and what you want to play with at our appt?*

S – Survey Sizzle Checklist

Advance Thank you note with Surveys. Send personalized email or handwritten note thanking her for getting together with you for ____ reason (portfolio, opinion or pampering).

____, I have told all my MK girlfriends about you and they can't wait to see your ____ (best feature)!! I promise you will have so much fun and learn a ton about ____ !! I have enclosed some skin care surveys. Would be willing to help me with my Leadership training? I am doing a demographic survey to find out what women are using for skin care. This will equip us to design a training program for our consultants. I will treat you to \$1 in free product for each one you get fully filled out before we get together (with a limit of 20) Thanks so much for helping me out!! It is women like you who make this business so much fun!

M – Make a List

At your Beauty Sessions: We are going to play a little game so you can get some FREE product! Flip over your Create A Roll up Sheet. You will receive \$1 in free product towards any of the sets you purchase tonight, for every name, number and best feature you put down. When I call her, I will let her know you have treated her to a 45 minute pampering session, a virtual makeover and a free gift from you, all at no cost! First one who fills in all 10 lines will get 10 more tickets!

I - Individual Consultation

(Make sure they have their Profile Card and Create-a-Roll-Up sheet with them)

1. *“Did you have fun? What was your favorite part?”*
2. *“Do you love the way your skin feels?” (Smile, nod and rub your cheek)*
3. *“I see you marked _____ sets. How can I help you treat yourself to one of these specials tonight?”*
4. *“The next thing we need to do is set up your 2ND APPOINTMENT. Which of the themed beauty session excited you the most?”*

Pause for her answer. What products are you the most excited to experience when we get together?”
Pause for her answer. Great, which of these time slots works best for you? Hand her a Microderm sample as a present and reminder.

5. *“____” 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?”*

Hand her a Hostess Packet and quickly run through the Cover page:

- 2 pages skin care surveys
- 2 pages outside orders
- Cover sheet

6. *“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. Is there any reason why we could not get your starter kit ordered tonight, it is only a \$100 investment? (Pause and wait for her response)*

If yes, have her fill out her agreement on line and call your Director!

If she has concerns but not a definite no: “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? When I drop off the rest of your product tomorrow, 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”

Hand her Team Building packet: Company Brochure, Agreement and 6 Avenues of Income Sheet. Have her listen to the pre-recorded marketing video:

Diana's Video: Mary Kay Story Video: <https://youtu.be/tlqEkebT4Nk>

Google Doc to fill in after watching the video: <https://goo.gl/9cPBD7>

L – List of People

Pick the surveys up two days later and get her guest list. Create a folder for each Hostess, with her Surveys prior to appointment, guest list, and surveys from Hostess Program, Name Game List and her Create a Roll up Sheet. You will use them to help her find her people to join her at her 2ND APPOINTMENT. After her 2ND APPOINTMENT, they go in my spiral so I can book individually.

Pre-Profiling Questions on the Phone

- 1. Have you ever tried Mary Kay?*
- 2. What are you currently using to wash your skin? What do you like about that product?*
- 3. How would you describe your skin, dry, combination or oily?*
- 4. What would you would like to learn or try at your pampering session?*
- 5. The class will start at ____, will time be a problem?*
- 6. I have found that women enjoy their pampering much more without children, will baby-sitting be a problem?*

Can't wait to meet you in person, ____ has told me so many wonderful things about you. We will have a great time!

When you are calling her guest list and someone cannot make it to the party, you can say “____, I totally understand, can I ask you for a favor? Great! ____ (hostess) needs at least 3 people to attend to max out on her free product. Would there be any reason why you and I could not get together this week? I would give ____ the credit and will have a gift for you as well. It only takes about 45 minutes and we can do it at your convenience. I know ____ would appreciate your help.”

Pre-Profiling Questions via Text

If you cannot get on the phone here is a series of 4 texts to send the day before the event:

1st text:

Hello ____ this is ____ with Mary Kay! So excited to meet you tonight! I was wondering if you would like your swag bag filled with body care or skin care?

2nd text after she responds:

Great! We will get your swag bag put together! So appreciate you supporting ---- she has told me so many wonderful things about you! I have a few quick questions so that I can customize your skin care, foundation and glamour needs tonight. Do you have a second to talk or would you rather me text them? Your time is very valuable to me and want to make sure you have a wow experience tonight!

3rd Text: if she cannot talk on the phone: Send these 3 questions at the same time:

- 1. What is been your experience with Mary Kay products?*
- 2. What are you currently using to wash your skin and what do you like the best about that product?*
- 3. What are you most excited to learn or try tonight?*

After she answers her pre-profiling questions:

The class will start at ____, will time be a problem? Also I have found that women enjoy their pampering much more without children, will baby-sitting be a problem?

After she answers: *Can't wait to meet you, it is women like you who make this so much fun!*

4th Text Morning of the event: *(funny GIF) Can't wait to see you, everything is in place to pamper you! A million things will come today, I appreciate you for being a woman of your word! You can count on me being there rain or shine, it is women like you who make my business so amazing! Do you have a quick minute to confirm the outfit you are wearing and what you want to play with at our appt?*

E - Entice

Entice Guests to book their 2ND APPOINTMENT Appointments:

MAKE SURE YOU ARE USING YOUR CREATE A ROLL UP OUTLINE

CROWN AND/OR BOA FOR YOUR HOSTESS

WRITE ON PROFILE CARD AT LEAST 6 THINGS TO GO OVER AT THEIR 2nd APPOINTMENT

EASY HOSTESS PROGRAM

MAKE SURE YOU HAVE YOUR DATEBOOK HIGHLIGHTED

BOOKING OBJECTIONS

OBJECTION: I tried Mary Kay; and I broke out.

YOUR RESPONSE: Great! You are exactly the type of woman I am looking for. How long ago was it that you tried Mary Kay? What type of reaction did you have? Did you know the products have been reformulated? To make you comfortable, I'd be happy to do some patch testing on the throat area before we get started, and I have a free gift for your time.

OBJECTION: I use Brand X.

YOUR RESPONSE: That's great! You are exactly the type of woman I am looking for! What do you like the best about your product? I would love to have you compare our product to yours. You are under no obligation and I have a free gift for your time.

OBJECTION: I'm so busy.

YOUR RESPONSE: Great! You are exactly the type of woman I am looking for! When was the last time you took 45 minutes for yourself? If we could find 45 minutes in your schedule, either during your lunch break, or right after work, would there be anything else stopping you from being a face model and treating yourself to a pampering session? You are under no obligation and I have a free gift for your time!