

Successful Event COACHING & SET-UP

1 PRE-APPOINTMENT COMMUNICATION

3-Way Text Introductions

Consultant: Pre-profile each guest through text, messenger or phone call.

Pre-profile script:

Would love to find out a little about your skincare before we get there...can I pop you 3 questions and a foundation shade selector link?

- 1.What has 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.If you could learn or change anything about your skin, what would it be?

Thank them for coming and ask them to watch the Confidence video from MK

2 PACKING FOR THE EVENT

- Mirror Bags in cute bag pre-packaged:
Pen, Sponge tip and doe foot, applicator, CAR, Profile Card, Sales Ticket, sponge wedge, Business card
- Mirror, Plastic Tray, Tray Placemat
- Before and After pictures (Canva Presentation or printed)
- Sharing/Guest Reg
- Small gifts (Guests attending present during Beauty Chat)
- 3 Giveaways (Early bird/tickets/Beauty of Friendship Gift)
- Calendar (Highlighted with available appointment times)



3 GUEST STATION SET-UP

Put product in tray prior to their arrival with lip mask and balm and CC Cream for their skin tone PLUS the following:

GLASS SKIN TRAY SET-UP

1-Cleanser	2-Microderm	3-Charcoal Mask	4-Facial Peel
5-Gel Mask	6-Lifting Serum	7-Night Cream	8-Eye Cream

BASIC MIRACLE SET TRAY SET-UP

1-4 in 1 Cleanser	2-Moisturizer	3-Daytime Defender	4-Nighttime Recovery
5-Eye Cream	6-Charcoal Mask	7-Microderm Refine	8-Microderm Pore Minimizer



Beauty Experience OUTLINE

In-Person

Virtual

Get To Know Them

AT A GLANCE

Welcome

- Thank them by name for coming/joining.
- “Tell me a little bit about you and then I’ll tell you a little bit about me.”
- **WWWMK** “What did you hear that impresses you the most?”

NEW CLIENTS
should be
contacted prior

Agenda

- **Demo: Skincare.** *If virtual make sure they have what they need - samples, wet washcloth, bowl of water or spray bottle.
- **Oil Free Eye Makeup Remover** and **Skin Care Set** and close: “If this is set you are interested in, **circle OR** type in the comments if this is a set you want to treat yourself to?”
- **HAND CLOSE**
- **Demo: Masking**
 - Demo **Charcoal Mask**. Play DREAM Game and Fabulous Friends Referral game while Charcoal Mask is drying.
 - “I’m doing a survey to see what makes women tick...what brings you joy?”
 - “If you could do, be, have anything...what would your dream life look like?”
 - **DREAM game** “Circle favorites on back of Create-a-Rollup **OR** type in a private message to me.”
 - **Fabulous Friends Referral GAME** “Write your friends info on back of Create-a-Rollup **OR** type in a private message to me.”
 - **Close Set:** “If this is a set you are interested in, **circle** or type in the comments if you would like this mask.”
- **Demo Microdermabrasion** (*This will take off the rest of the product from the Hand Close*)
 - Show the 2 steps on the back of hand and close by saying: “If this is a set you are interested in **circle** the set or type in the comments.”

Close

- “Did you have fun? What’s your favorite product?”
- Compliment Time.
- Ask 4 questions from back of Create-a-Rollup
- Create a Roll up Set Special
- **Beauty Chat**

**If Virtual, make sure
you have a Create a Roll-Up
picture (front & back) ready
to text at the end of the
appointment so she can
mark the sets
she’s interested in.



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2 Agenda

- **Welcome!**

- Thank them for **coming/joining** by name!
- Tickets for comments and questions.
- **"Tell me a little bit about you and then I'll tell you a little bit about me."**
- **"Every time I say "second appointment" pass the box and whoever ends up with it, gets a prize.**

5 FUN FACTS...The Power of Washing Your Face With MK

When you chose to wash your face with MK products...

You are directly investing in a woman-owned business. In fact, when you get your products from me, my MK money is _____ for me and my family.

(insert YOUR WHY)

You are choosing a company created by a real woman, Mary Kay Ash — we are built by a woman, for women — on priorities: faith first, family second, career third.

Fast forward 62 years, did you know...

Mary Kay is the #1 best-selling, direct-sales brand in the world.

We are a multi-billion-dollar, family owned company that produces over a million products a day right here in the United States.

What are you liking so far? There is a lot of power in your skin care/beauty purchases.

Mary Kay products are backed by real science. Tested to meet EU standards, supported by 1,400+ patents and over 500,000 product tests a year..

Also, when you choose MK products, **you are helping the environment** with our Pink Doing Green efforts — including zero-landfill, our buildings are run on 100% renewable energy, and we have planted more than 1.4 million trees with the Arbor foundation.

Did you know Mary Kay is also committed to giving back.

Through the Mary Kay Charitable Foundation, more than \$220 million has been donated globally to find a cure for cancers affecting women and investing in domestic violence shelters all across the country.

Who knows someone effected by either of these?

When you choose Mary Kay products, you're making a global impact —

Supporting thousands of employees and millions of Beauty Advisors in almost 40 countries, including me.

We all say thank you!

Which ones were your favorite?



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2 Agenda continued

- **Demo Skincare**

***If virtual make sure they have what they need - samples, wet washcloth, water bowl or spray bottle.*

- EASY TO USE..EU Tested, Good Housekeeping approved...4 SIMPLE STEPS...Morning & Night.
- SCIENTIFICALLY PROVEN...Instant Results & Long-Term Improvements.
- EFFECTIVE...See Results in as little as 2 weeks.
- SUPER POWERFUL...TIMEWISE 3D COMPLEX...

ABC's FOR YOUR SKIN:

Antioxidants – Provide advanced environmental protection against skin-damaging free radicals caused by sun and pollution. Reduces free radicals caused by blue light by 29%.

Brightening – Targets and helps promote a more even skin tone.

Collagen – Helps support skin's natural collagen and elastin.

SKIN CARE STEPS



TimeWise 4-n-1 Cleanser: The ULTIMATE MULTITASKER...Cleanse, Refresh, Exfoliate, Brighten

1. Use on **FULL** face and throat.
2. Use wet facial cloth to dampen your skin.
3. Apply the cleanser to your face, avoiding the eye area.
4. Rub upward and outward in small circles.
TIP! **Upward & Outward** counteracts **downward gravitational pull!**
5. Use the wet facial cloth to gently remove the cleanser and pat dry.



TimeWise Antioxidant Moisturizer: Dry AND Oily Skin Needs to be Moisturized!

Apply on **RIGHT-SIDE** of face and throat... upward/outward motion.



The Super Hero Team of Fighting Aging!

Daytime Defender: Hero Ingredient-
Prickly Pear Extract...Keeps good things in your skin and bad thing out.
Apply on **RIGHT-SIDE** of face and throat.



TimeWise Eye Cream: BLT SANDWICH FOR YOUR EYES...Brightens, Lightens & Tightens
Using your ring finger, pat underneath your **RIGHT** eye and along the brow bone.



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OPTIONAL: REPAIR SKIN CARE STEPS "Face-Lift in a Box"

Each product in this set has the patented VOLUFIRM COMPLEX: Plant Stem Cells, Tripeptide 1 and Hyaluronic Acid!



Foaming Cleanser: Leaves your skin feeling nourished and baby-soft!

1. Use on **FULL** face and throat.
2. Use wet facial cloth to dampen your skin.
3. Apply the cleanser to your face, avoiding the eye area.
4. Rub upward and outward in small circles.

TIP! Upward & Outward counteracts downward gravitational pull!

5. Use the wet facial cloth to gently remove the cleanser and pat dry.



Advanced Lifting Serum: Spanx For Your Face! Clinically shown to LIFT sagging skin!

Apply on **RIGHT-SIDE** of face and throat... upward/outward motion.

Superhero Moisturizers!



Day Cream with SPF30...UVA & UVB protection while reducing the appearance of wrinkles.

Apply on **RIGHT-SIDE** of face and throat.



Night Treatment with Retinol...Encapsulated Retinol works all night long repairing your skin. Boosting collagen, cell turnover and unclogging pores! (Apply to the **WRIST OF THE RIGHT HAND**.)



Eye Renewal Cream: Not only does it fight lines and wrinkles, it helps to reduce puffiness with the ZMAC tip! (Zinc, Magnesium, Aluminum & Copper)

Using your ring finger, pat underneath your **RIGHT** eye and along the brow bone. Your eye area skin is paper thin...handle with care!

Hand Close

Let's run back through your skin care and see how fast it would be if I was not talking to you :-)

1. On your right hand, take some cleanser, rub in and wipe it off.
2. Take a little day moisturizer and rub in.
3. Take a CC cream - opposite color (ivory on bronze skin, bronze on ivory skin) and rub in. We can match you in just a few minutes tonight and for those of you who want a more polished look we have an app to help us choose your perfect shade and formula!
4. Now on the other hand, just apply the CC cream .
5. Can you see a difference?



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2 Agenda continued

- **Demo Mask**

- Clear Proof Deep Cleansing Charcoal Mask...

Wipe-off...not a peel-off Mask! Triple-Activated Charcoal acts like a powerful magnet, pulling dirt, oil, toxins and impurities from your pores.

Apply on LEFT CHEEK AND NOSE .

While mask is drying...

- *"I'm doing a survey to see what makes women tick . . . what brings you joy?"*

- *"If you could do, be, have anything...what would your dream life look like?"*



5 PERKS of being a MK Beauty Advisor

Go through each letter of DREAM, ask the questions. Give tickets for those who respond to your questions.

Fun, Freedom & Flexibility are at the heart of every MK business! Here are some reasons people choose MK...

D Drive Free...

Mary Kay has a one of a kind Career Car Program. Which would you choose?

A car leased in your name along with tags, title, license, and a portion of the insurance paid by MK OR

take Cash for 2 years?

If you did not have a car payment, what would you do with that extra money?

R Recognition...

Harvard did a case study on Mary Kay Ash's philosophy of praising women to success.

Who feels they deserve more recognition?

Who would like to win diamonds, world class trips, and prizes just for doing their job? My next prize is....

E E-Commerce ...

Mary Kay Beauty Advisors have the opportunity to connect with clients in multiple ways — through e-commerce, virtually, or in person?

If you were to ever look into Mary Kay, which ways would you enjoy the most?

A Advantages...

We get to create our own work-life balance with no quotas and no territories.

Who could use some tax advantages, additional insurance options or retirement options?

Mary Kay offers a retirement program for our National Sales Directors.

Do you think Mary Kay Ash wanted us to be known as a Selling or Teaching organization?

Teaching first, then sales. Who loves encouraging and mentoring other women?

M Multiple Streams of Income...

Let's have some fun — what would you do with an extra \$600 to \$1,000 a month?

Mary Kay is a direct selling model where you can earn up to 50% commission from day one simply by sharing products you love, with no requirement to team build.

Which were your favorite perks?



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2 Agenda continued

- **"Let's play the Fabulous Friends game...** Who likes free product? You will get \$1 off of any set tonight, for every person you write down both their name and number who is over 18 and not currently using MK. Special gift for the first person who fills out all 10! Ready, Set Go!.
- **Wash off mask and Close Set** by saying: "If this is a set you are interested in, **circle the set or type in the comments.**"
- **Demo 3rd Set - Microdermabrasion...The Magic Eraser**
Refine buffs & shines dead dull skin using aluminum oxide crystals
Pore Minimizer tones & shrinks pores with magic ingredient Green Tea
(*Apply to back of right hand to remove the product from Hand close.*)
 - Close Set by saying: "If this is a set you are interested in **circle the set or type in the comments.**"



3 Close

- **Final Close**
 - Did you have fun? What's your favorite product?
 - Let's talk about our PARTY SPECIALS! 8 sets \$399 6 sets \$299 4 sets \$199 2 sets \$99 You + 3 at your 2nd appointment and the Rollup Bag is yours for FREE!
 - I have 4 questions for you- **answer on the back of your Create-A-Roll-Up or type in the comments!**

1. If you had plenty of money and time for some self-care, which of the Set Specials would you treat yourself to today?

2. At your next beauty experience, what are you most excited to try?
Flawless Foundation
Glamour
Advanced Skin Care

3. Who would you like to share your next beauty experience with?
With friends, Virtual or In Person to earn some free product OR by yourself.

4. Based on what you saw today, what is your interest level in getting started?
(It is only a \$35 decision)

- 1 I'm happy just being a client.
- 2 I'm curious and would like to learn more.
- 3 I'm interested in getting starting today.



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4 Beauty Chat

****If virtual**, they will have been pre-scheduled, or if not, schedule immediately or the following day. **If in person**, just meet with each person, one at a time, away from the table.

4 Questions

"Did you have fun? What was your favorite part?"

S-SETS

I see you marked _____

How can I help you treat yourself to these today?

T-TIME

I see you marked _____ to try at your next appointment.

What about these products are you most excited about?

Let's look at a time that works best for you?"

E-ENTICE

I see you marked that you'd enjoy inviting friends.

If I could show you a fun way to earn free products by inviting a few friends, would you like to hear more?

(Only explain if she says yes.) It is as easy as 3,2,1 - 3 Friends, \$200 in Sales and 1 person hears how make money and you get 1 free bundle!

P-PARTNER

I see you marked _____. (Add a sincere compliment.)

Tell me a little more about what you're thinking.

(Pause and listen.)

NEXT STEP...BASED ON HER ANSWERS

If she marked "1" (Not ready right now):

Thank you for being honest — I really appreciate that. What stood out to you most tonight? (Listen.)

Would you be willing to help me with my training and let me practice? If yes,

Do you have a few minutes now, or would it be better to chat for about 15 minutes tomorrow?

Send her with the DREAM sheet.

If she marked "2" (Thinking about it):

I'm really glad you're thinking this through. What questions do you have right now? (Answer her questions. Pause and check in.)

That's totally okay.

Would you be open to taking a quick look at your schedule to see how this could fit — and what it could look like financially?

Do you have a few minutes now, or would it be better to chat for about 15 minutes tomorrow?

Send her with the DREAM sheet.

Let her know this can be done virtually if needed.

If she marked "3" (Ready to get started):

That's exciting — I'm so glad you shared that. (Add a sincere compliment.)

So we can go ahead and get you started. I'm excited we get to do this together.



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5 After Party Checklist

- Closing out your party/appointment with “back office” details** is important to ensure customer retention, earning a profit and maintaining your product inventory

1 WEEKLY ACCOMPLISHMENT SHEET (WAS)

Enter money received, discounts and sales tax

InTouch → Business Tools→ Weekly Accomplishments.

2 FOLLOW-UP SENT

Thank-you text or handwritten card sent. Next appointment affirmed

Add her information on your Power Start Tracking Sheet. Text a copy to Director every Monday.

3 CLIENT INFORMATION ENTERED (My Customers)

Name | Phone Number | Email
Birthday | Order | 2 day Follow up

4 PRODUCT PROCESSING COMPLETE

Website Orders and CDS Order Fulfilled by Company

From Inventory: Add to Cart to Replace Stock

5 CONNECT ON SOCIAL MEDIA

Friend / Follow
Add to Client group (if applicable)

6 CONFIRMED MONEY RECEIVED

Verify all payments have been received

Review Money Management Training ↓

www.mkdreamteam.net

Password: mk2020

6 Resources

Create-A-Rollup



Community of Confidence Video



Sharing Sheet



Power Start Tracking

