LEAH’S MARY KAY PARTY SCRIPT

This party outline, along with your Beauty Book, Instructor’s Guide and DVD will equip you to have successful and profitable Mary Kay parties! The Instructor’s Guide is the “Cliff’s Notes” version of how to have a party, while this outline will give you more details! The goal at each party is 2+2+2+2…$200 or more in sales, 2 or more future parties booked, 2 interviews booked & 2 guests confirmed to your next unit meeting! That’s what we call working FULL CIRCLE!

CLASS PREP

**BOOK:** Book a 2+ follow-up appointments during the Individual Consultation. Play the Deserted Island Game with your guests to get referrals for even more future bookings.

**COACH:** When you book a follow-up appointment, turn it into a party! Give your hostess a *Hostess Packet* and go thru it with her at the time of booking. Also use her contacts on the referral sheet as her guest list!

**SELL:** Be sure to have enough Ultimate Miracle Sets for everyone at the class. You really want to send them home with their Skin Care that night. Have a filled Roll-up Bag to show during the class closing and one for every person at the class.

**RECRUIT:** 1) Tell your 1-2 minute I-Story at the beginning of the party. 2) Play the purse game and do the Marketing Survey. 3) Set up an interview with every guest. 4) Invite her to be a model at your weekly Before & After Model Portfolio Workshop.

**CLASS SET-UP**

- Set a beautiful table.
- Set up your “office”, where you’ll be doing your 1-on-1 Individual Consultations at the end of the class. Have your tote bag with your Hostess Packets, Money Bag, Calculator, etc. Remember during your 1 on 1 to sit facing everyone so your guest will have her back to them. This keeps her from being distracted.
- Do Satin Hands with the guests and have them fill out their Customer Profile Card before the party starts. While they’re filling out the card, match foundation for each guest.

* Hostess Packet: Look Book w/ 5 Sales Tickets, Hostess Brochure, Steps to Success brochure, Choices CD, business card.
Welcome & Introductions! (refer to p. 3 of the Instructor’s Guide)

· Okay, let’s get our party started! First, I’d like to present our Hostess with her *gift; this gift is for having me over and sharing me with your friends, which is a HUGE compliment!

· Now I want to meet everyone. Tell us your name, what you do for a living & your favorite thing about our Hostess with the most-ess!

· Now I’d like to introduce myself...share your 1-2 minute I-story

Your I-Story—have this memorized

· Your background

· Why you never saw yourself doing Mary Kay

· Your turning point and the reason you got started

· Your goals and what you’re most excited about

· Maybe show pictures of your STAR prize and other goals/prizes you are working on to the front of this page! Enroll your customers in the goals you have in your business

*HOSTESS GIFT
I give her the PCP Gift with Purchase (this is a travel size gift that changes every quarter) and let her guests know that they can earn one too with the purchase of the TimeWise Basic Set!
Before we start with skin care, let’s meet Mary Kay Ash!
- Open the Beauty Book to p. 2-3! (refer to p. 4 of the Instructor’s Guide)
- Here are some facts you might want to share about Mary Kay (you might want to include these facts later in the party when you play the Purse Game)…”
  o She started the company to **ENRICH WOMEN’S LIVES**, by being able to put God 1st, Family 2nd, & Career 3rd! She started this business back in 1963 during a time when women only made 50 cents on the dollar that men made for doing the same job!
  o She was voted the **GREATEST FEMALE ENTREPRENEUR in American History**!
  o We are one of the **largest cosmetic companies in the world** and we are the **#1 Best Selling Brand**!
  o We are in over **30 countries worldwide**.
  o Mary Kay is a multi-billion $$ company, still privately owned and completely debt free.
  o The **Mary Kay Ash Charitable Foundation** donates millions to support research to find cures for **cancers that affect women** & also supports the fight against **domestic violence**.
  o If you choose me as your Personal Beauty Consultant, you are supporting a **small business in YOUR community**!

Okay...here’s our **Class agenda...our class has 3 parts**
- **1st**...You’ll get to try the Ultimate in **Skin Care**...the #1 Best Selling Brand in the US for the last 14 years! And you’ll try **quick touch of color**. Your hostess will receive her full makeover while our guests try some samples. You’ll have an opportunity to schedule a time where we can customize a Signature Look just for YOU like I’ve done for the Hostess but tonight the guests will just try the basics!
- **2nd**...After trying all of the products we’ll do a quick Marketing Survey.
- **3rd**...At the end, I will meet with you all individually to answer any questions you may have, get your opinion of the product and if you would like to make a purchase you can do it at that time. My entire trunk is filled with Mary Kay so you will be able to go home with any purchase. **Just relax and have fun, there is no obligation to buy!**
Here are some other benefits of being my customer

- Turn to page 4-5! (refer to p. 6 of the Instructor’s Guide)
- **FREE GIFTS** with qualified purchases. (show current PCP GIFT)
- **FREE delivery & shipping.** I provide a gift-giving service and you will receive a gift certificate on your birthday!
- Beautiful catalog mailed quarterly featuring the new gift and a sample of NEW PRODUCTS!
- Try before your buy, and a 100% money back guarantee!
- **AWESOME CUSTOMER SERVICE!** You will receive customer service calls so I can make sure your products are working for you!

- **THIS IS THE 1st OF 2 APPTS I OFFER MY CUSTOMERS!**

  - Tonight our guests are just trying the basics while our hostess gets the royal treatment. I customized a look for our hostess that she will try tonight while our guests play with some samples. We have a computer program that was created by makeup artists that enables us to do a color analysis for our hostesses to create a customized look! Our hostess will be trying the colors the program recommended and she will also use our professional brush set. She has also earned a lot FREE product, which I will tell you about later!
  - You will have the option to book a FOLLOW UP appointment after our class today if you’re interested in trying a customized look!
  - **MENTION THE FOLLOW-UP APPT 10 TIMES THROUGHOUT THE CLASS!!!**
Introduce the skin care! (talk about earning tickets)
- Turn to page 6-7 (refer to page 8-9 in the Instructor’s Guide).
- You will be trying the #1 best-selling brand of skin care today, Mary Kay’s TimeWise Miracle Set.
- We have 3 different lines of skin care (mention Botanical Effects (good for sensitive skin) and the Acne-Fighters Set), but our most popular is our anti-aging line, which is called TimeWise.
- For a ticket, does anyone know the age that a woman’s skin stops naturally producing its own collagen? (16-18 years old)
- MK products work with the natural process of your skin.
- Your skin is constantly regenerating itself, and our products just speed that process up. When you’re young your skin regenerates in 24-48 hrs. Mature skin can take up to 120 days!
- What we’ll be doing over the next 20 minutes will only take you about 2 minutes in the morning and 2 minutes at night and you’re worth it!

The Miracle Set
The Miracle Set takes care of the five essential steps to ageless skin: For a ticket, who can guess what the 5 steps?

1. Cleanses to remove makeup and impurities.
2. Exfoliates to remove dead surface cells that dull the skin.
3. Freshens to tone the skin and refine pores.
4. Moisturizes to hydrate for soft, smooth skin.
5. Protects the skin form sun and environmental damage.

Look at the difference in the before and after picture (in the Beauty Book). Could you get excited about results like that in just a couple of weeks of use? (read percentages in the Beauty
Time Wise 3 in 1 Cleanser

- Your Cleanser covers the first 3 steps to healthy skin. **It cleanses, exfoliates and tones all in 1 bottle.** As you massage the cleanser into your skin, the micro-beads are exfoliating your skin but gently enough that you can use it twice a day!
- Who doesn’t wash their face before going to bed? They did a study and for every night you go to bed without washing your face, your skin ages 13 days!
- The cleanser comes in normal to dry and combination to oily. We also have it in a Cleansing Bar! (Best for oily skin.)

**Day & Night Solution**

- The **Day & Night Solution** are anti-aging serums that fight the appearance of age on the skin! We have a day/night system because your skin needs different things during the day than it needs at night. The Day & Night solutions are called the ProNewal System: protection during the day, renewal at night. These products deliver **seven anti-aging benefits** for your skin.
- **THE DAY SOLUTION** protects & shields the skin from UVA/UVB rays with SPF 35. It has calming peptides that relax expression lines and contains antioxidants that neutralize free radicals; it also contains light diffusers that soften the appearance of fine lines & wrinkles.
- **THE NIGHT SOLUTION** repairs your skin while you sleep by counteracting daytime damage with botanicals and peptides.
- Restores elasticity/firmness, reduces fine lines/wrinkles.
- The microcapsules burst to deliver a fresh supply of antioxidants/vitamins which are essential for the renewal process! The beads are vitamins A, C & E. Vitamin A smooths, E has antioxidants which protect the skin and vitamin C helps to even out your skin tone.

**TimeWise Age-Fighting Moisturizer**

- Did you know that a lack of firmness is caused in part by lack of moisture? The leading cause of wrinkles beside the natural aging process is not keeping your skin well hydrated.
- Your Moisturizer (which is oil-free) gives you **10 hours of moisturization** and contains a **powerful antioxidants**.
- Don’t worry, the Combo/Oily formula actually helps to prevent shine for those of you with oily skin and we have it with SPF 30!

*(Give them a few minutes to use cleanser, day/night and moisturizer)*
Satin Lips Set

- Now you’re going to try a special lip treatment and play a fun game! Satin lips is a 2 step process: the 1st step is a mask that exfoliates the dead skin cells on your lips and the 2nd step is a balm that hydrates your lips. Go ahead and apply the lip mask...we will need to let this dry for a few minutes so we are going to play “The Deserted Island Game” while your lip mask dries!

Deserted Island Game

“Imagine that you have been on a deserted island for 40 days and you haven’t washed your face or taken a shower. Then you hear that a boat is on its way and the man of your dreams is on the boat and he’s coming to rescue you! Write his name down on the back of your profile card! Now I want you to think of the ONE glamour product you would want to use before he arrived on the island to rescue you. Write the product down next to his name.

You have a chance to get this product for FREE from me tonight! Think of women who would love a free facial and makeover and write their names and numbers on the back of your profile card! I will call and offer these women a free facial, makeover and gift certificate as a gift from you! Whoever has the most names at the end of 2 minutes gets their glamour product for free tonight!”

Foundation

- Let’s move on to foundation – turn to page 11 (refer to page 12 of the Instructor’s Guide).
- Did you know that Foundation is actually a part of your skin care? You either wear protection or pollution. Foundation gives you a thin layer of protection from pollution in the environment, it will not clog your pores and it will give your skin a healthy, natural glow.
- We have 7 different types of foundation ranging from sheer to full-coverage.
- Your Foundation Primer will go on 1st. This creates a more flawless look and extends the wear of your foundation.
**TimeWise Microdermabrasion**
- Turn to page 12 (refer to 14-15 in the Instructor’s Guide).
  Contains the same professional grade alumina oxide crystals that dermatologists use. This product exfoliates deeply to buff away, dull, lifeless skin. Helps you look younger with just one use!

**TimeWise Firming Eye Cream**
- The skin around your eyes is the only water-based part of your entire face, which causes wrinkles to appear around the eyes 1st because the skin dries out faster. The firming eye cream moisturizes, fights wrinkles and firms the skin.

**Review the Basic Set, Miracle Set & Ultimate Miracle Set**
- Let’s review what you have tried today...
- **TimeWise Basic Skin Care Set** includes the 3-in-1 Cleanser & Moisturizer. With The Basic Set you will have 43% less wrinkles! We like to compare taking care of your skin to taking care of your teeth...using the Basic Set is just like brushing your teeth! It’s the very basics of good skin care!
- When you add the Day & Night Solution it becomes the **TimeWise Miracle Set** and your results double—you will have 86% less fine lines/wrinkles and a more even skin tone. Using the Miracle Set is like brushing AND flossing—you have more advanced care for your skin!
- When you add Microdermabrasion and the Firming Eye Cream you have the **Ultimate Miracle Set**, which is the crème de la crème of Mary Kay skin care! Using this set is like brushing, flossing AND going to the dentist!
**Color**

- Turn to page 18 (refer to page 16 in the Instructor’s Guide). While I help our hostess with her glamour makeover, guests will be trying a few samples (guests use mascara, lip gloss & cream eye color).

- At your **Personal Makeover Session** I’ll **Create a Look** for you like I did for the Hostess. She’ll be using the **Brush Set** and has both liners & gloss to complete her Look. You’ll skip the “extras” tonight to save time.

- At your **Follow-Up Appointment** you’ll be able to get your own customized makeover. If you share your follow-up appointment with some girlfriends you can earn some free product, just like your hostess tonight!

**Review the Hostess Program**

- Go over every point of the Hostess Program with your guests! Make a big deal about what your hostess has earned for free! Have a Hostess Brochure for every guest.

**Compliment Time & Invite to Model Portfolio Workshop**

- Check out our Hostess - what do you like love about her look?

- Do you want to be in my model portfolio? I attend makeup workshops each week where we teach about skin care and makeup application techniques. We also take before and after pictures for a model portfolio! You get a gift just for attending the workshop! I would love for you to come as my guest!
**Marketing Survey**
- I want to play a quick game and I would love to get your opinion in a “What Women Want Marketing Survey.” We love to share our product and we also love to share information about the business opportunity. I get credit for my training for your participation and your name gets entered in a drawing to win a COACH purse!

Play the purse game to present the 6 reasons women start a Mary Kay business and explain how you get started. Then pass out the survey and ask the questions while each guest fills out her own answers. Collect the surveys at the end.

**The Purse Game**
One at a time, say the 6 different letters and have the guests search through their purses to find an object that starts with that letter. The first person to find something gets a ticket.

- **Money**: 50% commission on the products, which is the highest direct sales commission in the US and team building commissions along with a lot of perks!
- **Recognition**: MK believes in praising women to success! Your achievements will be recognized & applauded! Whether with prizes or praise, it's great to be appreciated!
- **Self confidence & personal growth**: Build confidence in a positive environment with a support system that encourages you! You’re in business for yourself, not by yourself!
- **Car**: Earn a free Chevy Malibu in less than a year working your business 10 hours a week! Directors can earn a Chevy Equinox, Toyota Camry or the prestigious pink Cadillac. 85% of car insurance, tax, title and license fees are paid for by Mary Kay!
- **Advantages**: Flexibility, advance/promote yourself at your own pace & tax advantages.
- **Beliefs**: Priorities of God first, family second and career third.

**After the Survey**
- Say, “I am working on this really big goal to get the opinion of 10 of my customers about the Mary Kay business opportunity. I would LOVE your support with this goal. All you have to do is listen to more information about Mary Kay and then give me and my Director your opinion about the information. And I will give you an item at 50% off just for helping me out with my goal! So turn over your profile card and I want you to write either yes, no or ok. Write “yes” if you’re excited to help me with my goal and you’re interested in learning more about the opportunity. Write “ok” if you’re not really interested in the opportunity but you’re a nice person and willing to help me with my big goal! Write “no” if you don’t really like helping or supporting other people and you don’t want to help me out with my big goal! :);)”
Close The Roll-Up Bag

- Now, I’m going to show you some of the most popular product sets! Pass out Create a Roll Up Bag sheet and go through all 10 sets-you can print this at leahlauchlan.com.

- Explain the discounts for each of the sets...
  - The Basic Set-gift with purchase
  - The Miracle Set-gift with purchase & $10 discount
  - The Ultimate Miracle Set-gift with purchase, $10 discount & Roll-Up Bag for FREE ($30 value)
  - The Princess Bag-5 sets for $199 ($250 value) & Bag for FREE
  - The Queen’s Bag-8 sets for $299 ($400 value) & Bag for FREE

- Have them write their 5-8 most favorite sets on the back of their Profile Card.

- Now we’ll start our individual consultations.
After the Rollup Bag Close you will want to meet with every guest to do an individual consultation. It should be conducted in a separate area from the area in which the skin care class took place. The individual consultation is extremely important and will make the difference between having a $50 class and a $500 class!

At the individual consultation, you should have your datebook, money bag, sales tickets, hostess packets, recruiting CDs, calculator and pen.

Ask who needs to leave right away and start with her. If no one needs to leave, just pick someone. They will not just come so ask someone to go first. Go back to the table to get the next person. Make sure she brings her profile card, set sheet and roll up bag when she meets with you for her consultation.

You will ask the following questions, word for word!

ICEBREAKER QUESTIONS
1. (Name), did you have a good time tonight?
2. How does your skin feel?
3. What part of the Miracle Set did you like best?

SELL SETS
1. “Show me your 4 favorite sets!” Customize the 4 sets she wrote on the back of her profile card.
2. “This is our Princess Back which is a great value and saves you money. Is that what you would like to take home with you tonight?”
3. *If yes, start filling bag and ask “Do you want to set up a payment plan or take care of it all today?”
4. If no, “OK, what would you like to start with today?”

BOOK 2+ FOLLOW-UP APPOINTMENTS
“OK, for your follow-up appointment, I do my appointments on (state your preferred days), which is best for you?” Then just stare at your datebook and wait. There might be an awkward silence. That’s OK! Book her date, then turn the facial into a party!

TENTATIVE BOOKING APPROACH
If she’s unsure about the date or she wants to call you back, ask, “What typically works better for you, week nights or weekends?” Continue to give her options until you narrow it down to a tentative date. Or set up a time to call her the next day to pick a date.

COACHING & HOSTESS PROGRAM
“You can earn discounts and free product when you share your follow-up appointment with girlfriends…is there any reason why you wouldn’t want to have a couple of friends attend your appointment with you? We’d have a blast!”

When she says yes to bringing friends, explain your hostess program and begin to coach her.

“For your party, I will do all the work! All I need from you is a list of girlfriends you want to invite with names, numbers and address (home or email)! You get free product (or a gift) for every 5 women over 18 attending your appointment. To get 5 to show up, you’ll need to invite 15-20. I have really cute invitations I’ll send to everyone on your list! Also, you get more free product when you have your guest list ready within the next 48 hours! Are email invitation or postcard invitations better? I’ll need to confirm your appointment in 24 hours and at that time we can go over your guest list. When would be a good time to catch you tomorrow, afternoon or evening? Set up a time to call her the next day. When you have her on the phone the next day, don’t forget to coach her on food and children!

If she doesn’t want to share her follow-up appointment with friends, then say, “I do my 1-on-1 facials at my workshop on Wed evenings or Sat mornings…which works best for you?”

BOOK 2+ INTERVIEWS
Check the back of the card to see if she wrote Yes/OK or No. If Yes/OK, say, “Thank you so much for helping me with my goal of getting the opinion of 10 women about our business opportunity. It will be crucial that you call this hotline (or listen to the CD) before our chat and think of 3-5 questions for my Director. For the call, how does tomorrow work for you, or is the next day more what you’re thinking?”

If No, say, “Girl, you don’t want to help me with my goal?!?!? If she’s open to helping you, book the interview.

BOOK 2+ GUESTS
“I would love for you to be in my Model Portfolio! We have workshops on Wed evenings and Sat mornings….what works better for you?” Coach her on what to expect at the workshop and encourage her to bring friends!

Call your director immediately and tell her about the prospects you selected to listen to the career opportunity.