

**Before Class begins:** Greet guest as they enter, direct them to the sink where hostess will administer Peach Smoothie Satin Hands & Satin Lips, then have them come over to you and match foundation and remove any makeup they have on. Instruct them to sit at the table and begin filling out the profile card.

**Get Started.**

“We are going to get started by meeting everyone, Please tell me your name, if you work outside the home, how you know the hostess, and if you have used MK before and if so who is your consultant? That is important because we work by the golden rule and I would never want to take you from her so I will know not to follow up after tonight.

- Introduce yourself: Brief I-story
- Appreciate Hostess, “I really want to appreciate my hostess. This means so much to me because the only way my business grows is by meeting new people” Tonight she is receiving \_\_\_\_\_. (Present her with her gift wrapped as a present)
- There will be 2 basic parts to the class tonight/today. We will start by going over your color analysis and covering 10 common make-up mistakes, then you will have a private consultation with me in the other room. This is where I will talk with each of you one on one, to go over any questions or concerns about your skin and most importantly I want to get your opinion of my class. So you’re going to try the products before you buy or as we say test before you invest.
- I want you to know that you are under no obligation to purchase but if you are tempted I do have the product with me. You can pay with cash, check, MC, Visa, or Discover and I have the he’ll never know plan, a little cash, a little check and he’ll never know how much you spent. Now I would never want to teach you to deceive your man but we can split it like that if you need too.
- When you decide to purchase tonight your products are 100% satisfaction guaranteed. We can exchange anything your not happy with or I will refund 100% of your money.
- When you choose to become a Mary Kay customer today/tonight, I’ll put you on my mailing list where you will receive a new catalog with a Free gift offer from me every 2 to 3 months. You will also receive a discount during the month of your birthday. It will be my job as your consultant to contact you every 4, 6, or 8 weeks as a courtesy call so be sure to specify on your profile card how often you wish to be contacted. When I make your courtesy call I will say, Hi this is \_\_\_\_\_, I’m just calling to see what you need this month to keep yourself looking gorgeous and if you don’t need anything that is okay. I don’t want you to feel obligated when I call. It is just part of my service as your beauty consultant.
- I am so excited to spend time with you today and teach you all the advanced glamour techniques and secrets. We actually offer three complimentary appointments in Mary Kay that each focus on a different but important part of your beauty needs. Tonight we will focus on our color products. But I will tell you that the most important appointment you will have with me will be your skin care.
- We will schedule your two other appointments for the next few weeks: skin care and Spa/Aromatherapy. Both appointments are incredible so let me tell you a little about each one and you can pick which one you want to schedule first.

- First is the Skin Care Appointment, Whether you have dry skin, oily skin, blemish prone skin, are fighting the signs of aging or just want to preserve the gorgeous skin you have, we have a custom product line that is going to be perfect for your skin type and any problem you want addressed. It is a fun night of pampering and relaxation and it gives you an opportunity to understand more about how and why our skin ages and most important how to prevent it in just a few minutes a day.
- The other appointment we offer in Mary Kay is groundbreaking and so much fun. When women are asked what they would do with extra time and money, more than any other thing, they simply said they would like to relax. Day spas are popping up left and right, but they can be very expensive, and I don't know about you, but when I'm feeling stressed, I usually don't plan it and don't want to schedule an appointment and wait a week to get relaxed,. Mary Kay has heard that cry and has created the most impressive line of spa and fragrance products on the market today. You can literally turn you very own bathroom into a day spa and get the same therapeutic relaxation for just pennies any time you want. In addition to the private spa line, at that appointment we also teach you fragrance layering and how not only to select the perfect fragrance but how apply it in a way that leaves you smelling beautiful and fresh all day. You'll be the girl who walks by and everyone tries to follow to see if they can get just another whiff, rather than the one who steps into the elevator and grosses everyone out because she never learned fragrance layering so she put on to much fragrance in the morning hoping to have some left in the afternoon. We teach you all of these tricks and more at our Spa Class.
- Keep in mind all three appointments are complementary so you wont' have to pay for all your going to learn.
- The way the class works is hostess name will earn free product based on her sales and when she gets 2 of you to share me with your friends, her free product doubles and when 3 schedule and hold she gets to choose one of the gifts on the table.

## Agenda:

- Bag Marketing
- Concealer
- Foundation
- Highlighting Pen
- Powder
- Cheeks
- Eye Primer
- Eye Shadow
- Eye Liner
- Mascara
- Eye Brows
- Lip Primer
- Lip Liner
- Lipstick
- Lip gloss
- Class Closing