

Page 1 Welcome Guests and Thank Hostess

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 eye makeup with oil-free eye makeup remover. Instruct them to sit at the table and begin filling out the profile card.

- **Get Started.** “We are going to get started. First of all I want to say to the guest how much I appreciate you for being here. We are going to have a great time and promise you will leave knowing more than when you came.
- I’d like to get started by getting to know you better, 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 _____.
- **Agenda:** There will be 2 basic parts to the class tonight/today. We will start by trying our latest skin care products, we will spend our time learning how to care for your skin, try a splash of color, then you get 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.

Page 4 What you offer Customers

- **Payment Options** 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.
- There are actually 3 ways you can get your product, 1. purchase it 2. as a consultant at wholesale or 3. as a hostess. 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. Plus I am a considered a small business owner so when you purchase from me you are also helping your community.
- **Customer Service** When you choose to become a Mary Kay customer today/ tonight, what sets us apart from all other brands is our top notch customer service. We consider it a privilege to work with you, to build a lasting relationship and to find products to help you look and feel great. Part of my services includes: quarterly mailings with samples and a Free gift offer, a birthday club where you receive a discount during the month of your birthday. You also have the option to shop online 24/7 from my website.
- **Courtesy Calls** 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.

Page 5 Product Philosophy

- **Follow up Appointment** I am so excited to spend time with you today and teach you all about these incredible products. 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 skin care products. 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 impossible for me to share all our incredible products with you tonight in one sitting, so this evening we will focus only on the most important parts of caring for your skin using our ultimate miracle set. And then this is the exciting part...
- We will schedule two other appointments for the next few weeks: custom color 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.
- **Color Appointment** First we do our color appointment. Color is one of the funnest parts of cosmetics, but do you realize that the majority of women out here are wearing the wrong shades for their coloring? You see most women pick a lipstick out by trial and error or maybe what their girlfriend is wearing regardless of the fact that she is a blonde with blue eyes and her girlfriend is a brunette with green eyes. You could go to a professional and pay huge dollars for a color analysis but in Mary Kay it's just part of the service we offer you. Doesn't our hostess look amazing? She had her custom color appointment before the class today.
- **Spa Appointment** The other appointment we offer is groundbreaking and so much fun. When women were asked what they would do with extra time and money, more than anything they 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 therefore don't want to wait for an appointment. Mary Kay has created the most impressive line of spa and fragrance products on the market today. You can literally turn your own bathroom into a day spa after this appointment.
- **Future Bookings/Hostess Credit** Let me tell how it can benefit you and our hostess when you share your next appointment with friends. Our hostess is earning free product based on her sales today and when she gets 3 of you to schedule today she gets to choose from the gifts on the table.