



4 WEEKS OF BASICS  
FOR NEW CONSULTANTS

# START-UP SUITES

session #3 - skin care party

# FULL CIRCLE

Full Circle has \_\_\_\_\_ parts:

1. Share \_\_\_\_\_
2. Book \_\_\_\_\_
3. Ask for \_\_\_\_\_
4. Sell \_\_\_\_\_

## TYPES OF APPOINTMENTS

The first appointment with someone is all about \_\_\_\_\_ .

The goal is to help guests figure out which type of skin care system is best for their needs and help them take it home and start using it.

At their second appointment, (aka their \_\_\_\_\_ ) they can get more into color products, or perhaps additional skin care options or even body products, depending on their preference. Regardless of the type of second appointment they decide to have, it is important to do skin care again.

In person, this might look like a facial, and her second is a party shared with friends where everyone does makeovers.

In social selling, this might be a consultation with the Skin Analyzer app the first time you meet with her, and using Mirror Me with her (or her and a group of friends) the second time, to try different colors and looks.

# WHAT TO SAY

## Kitchen Coaching

1. Who is coming today that you think might enjoy doing what I do?
2. What about you? I think you'd be great!
3. Watch me during the class today and see if you can see yourself doing what I do. We can talk about it more after the class.

## Party Agenda

1. Do Skin Analyzer scan - email me! Prep tray for trying the Ultimate Set today.
2. Fill out profile card - intro selves - share WHY Story - demo satin hands & lips
3. Explain # board as wish list - play follow up game
4. Demo micellar water, eye makeup remover
5. Cleanser
6. Eye Patch on one eye - play nomination game (first one to 15 = double tickets)
7. Microderm, moisturizer, eye cream (tickets for asking me questions about MK)
8. Dash 'n Go look - Primer, CC Cream, Mascara, gloss
9. Review Skin Care with a hand facial
10. Table Close - drawings (1-5 on back of profile card)
  1. Be my customer
  2. What would you like to try at your follow up?
  3. Free or Me?
  4. Virtual or In-Person
  5. Sign me up or Q&A (schedule time)

# WHAT TO SAY

## Why Story

1. Talk briefly about what you were doing when MK found you - why you joined MK.
2. What almost held you back?
3. What you love most about your MK business
4. Current Goal with your business

## Individual Close

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## PERSONAL SHOPPING EXPERIENCE QUESTIONS

1. What was your favorite part about the event?
2. Which products did you like the best?
3. What questions do you have?
4. Which set or sets would u like to start with?  
(Ask till u hear NO twice)
5. This next question varies based on the event they attended:  
What spa suite would you like to attend for your next date? Or would you like to have a spa, glamour, or deluxe session for your next date? Virtual or in person?
6. Great! You can share your next date with friends! Is there any reason you wouldn't want to share your date friends? Book her and get guest list or use nominations
7. What impressed u most about the business opportunity?
8. What questions do u have about the business?
9. Is there any reason u wouldn't want to join MK and make extra money or save money?
10. Will u help me with training and have a PPC call? Over the phone or a Fb video chat?

If she says No...ask her if that's a hard no or no not right now 😊

**STEPS FOR SUCCESS: PROCESS ORDER, COACH HER FOR NEXT DATE, SEND NOTE WITH PRODUCT (GIFT WITH 5 NOMINATIONS) ADD TO FB CUST GROUP AND PCP GROUP - SHARE CONVERSATION WITH SALES DIRECTOR!!!**

Tips to add teammates:

Tips to get future bookings:

Tips to get nominations/referrals:

Tips to sell skin care sets:

# CLOSING THE SALE

Closing the sale is a process, and a skill.

There are some specific techniques to use that will help you be more successful.

## *In Person - Table Close*

Once everyone is finished trying products, it's time to do the table close. Have everyone push their trays & mirrors out of the way.

You will want everyone to have a set sheet and a dry erase marker.

- Set sheet printed in color
- Start up options printed in color on the other side
- Put both in a sheet protector
- Give everyone a dry erase marker before the party starts

## *Online Table Close (for group gathering)*

- If sending out samples, send out the printed set sheet and start up options flyers in the sample pack
- If using Zoom or similar tool that has screen sharing, share your screen showing the set sheet
- Post the set sheet in the online party group
- Send the set sheet via Messenger or text to everyone

## *Steps for the Table Close*

1. **Transition Sentence:** You are probably wondering how much does it cost and when can I take it home?  
Great questions! Here are today's specials.
2. In person - instruct them to take the dry erase marker and star what we used today. Then, if money were no object, circle the sets you would have at home in your roll up bag!
3. \_\_\_\_\_ the \_\_\_\_\_  
\_\_\_\_\_. Review the \_\_\_\_\_  
\_\_\_\_\_. Pro tip: don't say dollars when talking about prices.
4. Ask them the closing questions. They might be writing these on the back of a profile card, on a piece of paper, or sending them to you in a text or private message.

# BE PREPARED

## Skin Care Class Packing Checklist



- |  |   |
|--|---|
| <input type="checkbox"/> Filled Roll Up Bag                            | <input type="checkbox"/> Brush Set              |
| <input type="checkbox"/> Mirrors                                       | <input type="checkbox"/> Sales Tickets          |
| <input type="checkbox"/> Tray Inserts                                  | <input type="checkbox"/> Customer Profile Cards |
| <input type="checkbox"/> Plastic Trays                                 | <input type="checkbox"/> Look Books             |
| <input type="checkbox"/> Placemats                                     | <input type="checkbox"/> Flip Chart             |
| <input type="checkbox"/> Facial Cloths                                 | <input type="checkbox"/> Mascara Wands          |
| <input type="checkbox"/> Pens  | <input type="checkbox"/> Cotton Rounds          |
| <input type="checkbox"/> Black Table Cloth                             | <input type="checkbox"/> Beauty Agreements      |
| <input type="checkbox"/> Starter Kit Flyers *                          | <input type="checkbox"/> Datebook               |
| <input type="checkbox"/> Guest Goodie Bags                             | <input type="checkbox"/> Hostess Gift           |
| <input type="checkbox"/> Datebook                                      | <input type="checkbox"/> Hostess Flyers *       |
| <input type="checkbox"/> Brush Collection with Liquid Foundation Brush |   |
| <input type="checkbox"/> Tell Us What You Think Forms *                |   |



\* Download from [www.QueenBeesUnit.com](http://www.QueenBeesUnit.com)



## Demo Roll Up Bag

- Miracle set
- Microdermabrasion Set
- Charcoal Mask
- Satin Hands
- Satin Lips
- Ultimate Mascara
- Liquid Eye Color
- Lip gloss
- Eye Makeup Remover
- Foundation Primer
- CC Cream
- Perfect Palette w/color look
- Eye Primer
- Translucent or Setting Powder
- Liquid Foundation Brush
- Brush Set



## Optional Items

- Repair Set
- Facial Peel
- Hydrogel Eye Patches
- Moisture Gel Mask
- Finishing Spray
- Timewise Liquid Foundations
- Serum C & E
- Lipsticks

## TOOLS TO SUPPORT YOU:

- Flipchart
- Notecards
- Boards
- Suite Spots
- Party Central on [www.marykayintouch.com](http://www.marykayintouch.com) (education tab)

# Spa Experience

## SPECIALS

### Platinum Bundle

TIMEWISE REPAIR SET

\$215

- Cleanser
- Day Cream
- Night Cream
- Lifting Serum
- Eye Cream



Plus! Free Travel-Roll Up Bag & 2 half-off items from the Spa Bar

### Gold Bundle

ULTIMATE MIRACLE SET 3D

\$178

- Cleanser
- Day Cream
- Night Cream
- Eye Cream
- Microdermabrasion



Plus! Free Travel-Roll Up Bag & 2 half-off items from the Spa Bar

### Silver Bundle

MIRACLE SET 3D

\$120

- Cleanser
- Day Cream
- Night Cream
- Eye Cream



Plus! one half-off item from the Spa Bar



### Spa Bar

\$24

\$25

\$70

\$68

\$120

\$58

\$40

\$18

\$22

\$22

\$36



Moisture Renewing Gel Mask

Charcoal Mask

BioCellulose Mask

Glycolic Acid Peel

Clinical Solutions Retinol System

Microdermabrasion

Hydrogel Eye Patches

Oil-Free Eye Makeup Remover

CC Cream

Satin Lips Set

Satin Hands Set



# THIS WEEK'S 6-LIST

Complete these challenges this week - text your director your progress!

1

Call the Hotline to fill yourself up  
**641-715-3900 access code: 673365#**  
Changes Monday-Friday around 10am CST

2

Booking Attempts - complete a bubble sheet  
& send a pic to your director.

3

Book & Hold at least 1 training call with your  
Director to continue earning your pearls

4

Prepare your tools (set sheets, notecards,  
demo bag... etc)

5

Visit Party Central on the Education Tab of  
[Marykayintouch.com](http://Marykayintouch.com) and review the resources

6

Practice your table & individual close and Why-Story -  
leave it in a voicemail message for your director