



GET READY TO *Party!*



"NOTHING HAPPENS UNTIL
SOMEONE SELLS SOMETHING."

MARY KAY ASH

FORWARD BY SHELLY FILKINS:

We believe the idea for creating this to begin with was inspired by a kind of "back to basics" foundational brick that Chelsey and I thought would be beneficial for all sales force members. Chelsey experienced very high sales consistently in her skin care class. One day, after weeks of discussion, she decided she simply owed this flip chart to her unit to study and utilize. The value of the partnership between Chelsey and I reveals the many reasons why I personally love and value partnerships! Chelsey had a sales system that was so coded into her cells that she literally didn't understand all the reasons why it worked or how to teach it. When we got together for 3 days and she kept sharing chunks with me, I would just stare with my mouth open. Finally, I would say, "you get why that's great, right?" She with blank eyes.... "uh, no".

But Chelsey is no dumb woman. There are many components of this that she understands GREATLY because she strategically, even surgically placed them. So together we were able to discover the joy and science of her exceptionally successful skin care class.

For instance, there are sacred cows of the Mary Kay product line missing (satin hands & satin lips). This is NOT an oversight but the result of her experience supporting the fact that the demonstration of these products are time consuming and often distract from the sales goal of skin care sets. They're perfect for other events!

Another example is that group participation is included where beneficial but it has been specifically EXcluded in other areas as well.

If you're a new consultant, you won't know the difference. But, if you've done this a while and you've been dissecting your own skin care class in your head, you'll immediately see some of the more beautiful components. Others, you may have to trust and just see for yourself how smart it is.

No matter where we are on the experience scale, we can all benefit by thinking through this with new, intentional eyes. Setting up your skin care class for success is logical. It's like any other event that you would organize for optimum results and efficiency. Think about the elements of a wedding or a baby shower. The placement of things.... the structure and timing of things are orchestrated to achieve a desired end. You're a wise Mary Kay professional when you think through the elements of a skin care class, the desired results and prepare in order to reach these objectives.

This flip chart is meant to empower you, support your skill and give you words to use. If you don't take the time to develop conviction regarding the magic and methods, it will only work partially. But it will still work! The best returns will come as you study and begin to deliver this with understanding and conviction.

The entire event is based on the proven sales technique of offering two choices throughout the process. This takes the possible answer from yes or no, to the either/or option. This is sales 101. Never ask yes or no questions. Offer A or B, or possibly A, B or C). This process begins as soon as the first guest arrives and you ask her if she "wants to try anti aging or anti aging on steroids?" In the process, the woman is beginning to close her own sale because she has CHOSEN what she wants. This technique is very simple and highly effective at leading your guest to a decision.

And that's what sales is (which is how we all get paid)! If you master this process, learn to relate to your guests and have fun, you can sell the product, book a second appointment and share the opportunity with ease. It takes practice but this guide will be of tremendous value as you as you set out to master it!

While the Mary Kay system of selling is friendly and not pushy, you can greatly strengthen your success by embracing the professionalism of sales. What we LOVE about Mary Kay is our award winning products that get results at very competitive prices. We love the kindness, the sisterhood and the golden rule. But what we often forget is that Mary Kay Ash was a professional saleswoman. She fed her children and paid her bills as a single mother by selling. While, she was all heart with a champion mentality and tons of faith, she also took notes and honed her SKILL. She was the one who famously said, "nothing happens until somebody sells something". She also believed it to be as noble to sell as it is to buy.

Yes, we share. Yes, we teach. If your recruiter told you we really don't sell, she was being honest. We really are sharing what we love and the product DOES sell itself! But we will find much greater success, make much more money and have more bookings and recruits if we embrace our position as saleswomen. If we want consistent results we must cooperate with proven systems of sales. The GREAT news about learning to sell? You can use the skill throughout your personal and professional life. You will always have income opportunity in any economy and you will gain great personal confidence. No matter what your personality type, you can master this process. Don't be afraid to add your own short personal stories. Stories are THE most effective way to share an idea and engage your audience. It involves every part of the listener's brain and they're FAR more likely to be impacted and retain the information. So start collecting stories!

Remember, practice makes perfect! But also remember, if you're not getting results, we need to break it down! Analyze your behavior and share with your Director for insight to improve performance. We all need coaching!

NOW TO START YOUR ACTUAL PARTY:

IT'S ALL IN YOUR HEAD: Lay the groundwork in your head. You must have high hopes! EXPECT that everyone wants to purchase a princess roll up. EXPECT that you will get 2 parties from every party. And EXPECT that there is at least one new consultant at every Mary Kay appointment! You don't always get what you want, but you ALWAYS get what you EXPECT! The pros believe that mindset is 90% of your success! If you mess everything up but do it with joy and conviction you will still have better results than if you are polished and uninspired. Mary Kay Ash believed "You can do everything RIGHT with the WRONG attitude & you most likely won't succeed ... but you can do everything WRONG with the RIGHT attitude & ALWAYS succeed!" This career has the ability to provide you with great financial and personal reward. Let's be equal to the opportunity by investing in our skill AND our MINDSET! We have total control here. Great news!

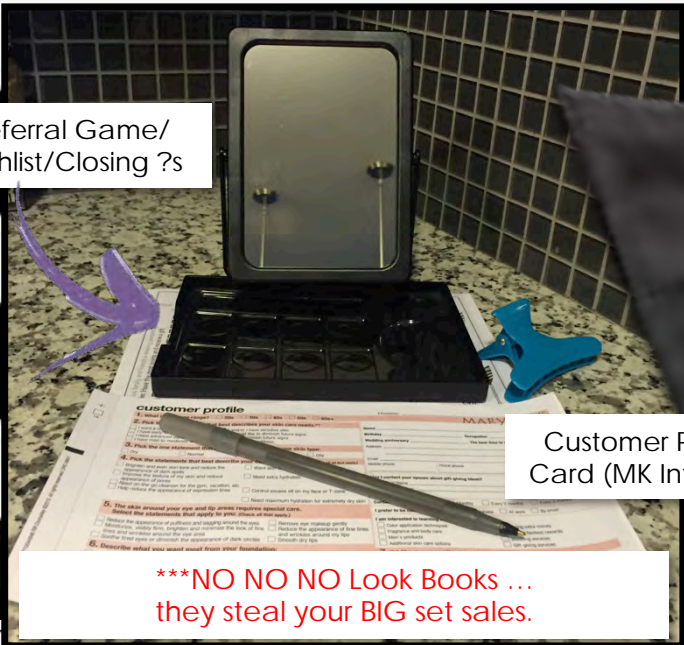
HOSTESS KITCHEN COACHING: Hostess coaching is so key to your success. Don't be afraid to ask for the remote so you can turn the TV down. Definitely thank her if she prepared snacks but ask her to hold them till the one on one consultations at the end of the evening. Just think of how you want your event to flow and communicate with her! She wants a successful party too. Be loving and grateful but also confident and professional.

HAPPY SELLING!

Chelsey & Shelly



Referral Game/
Wishlist/Closing ?s



Customer Profile
Card (MK Intouch)

*****NO NO NO Look Books ...
they steal your BIG set sales.**



:: CONSULTANT SET UP ::

- TimeWise Repair Demo Set (Head of Table)
- 2 Prize Bags(1. Ticket Game 2. "2nd Appt" Game)
- Sets Sheet (Princess/Queen) (Hand Out ONLY at END)
- Mascara Wands
- Cotton Pads
- CC Cream (all shades)
- 2+ Lip Glosses to Demo
- Wash cloths
- Extra Skinvigorate Brush Heads (Brushes Opt.)

:: ROLLS UP BAG SET UP ::

- (Pull the product out AS YOU TALK ABOUT it during party!)
- POCKET 1: Timewise Miracle Set
 - POCKET 2: Step 1 & 2 Microderm & Firming Eye Cream
 - POCKET 3: Foundation (Dark Color) & Foundation Brush
 - POCKET 4: Foundation Primer – Eye Makeup Remover
 - Skin Brush – Filled Compact (Show ONLY)

:: GUEST SUPPLIES AT SEAT ::

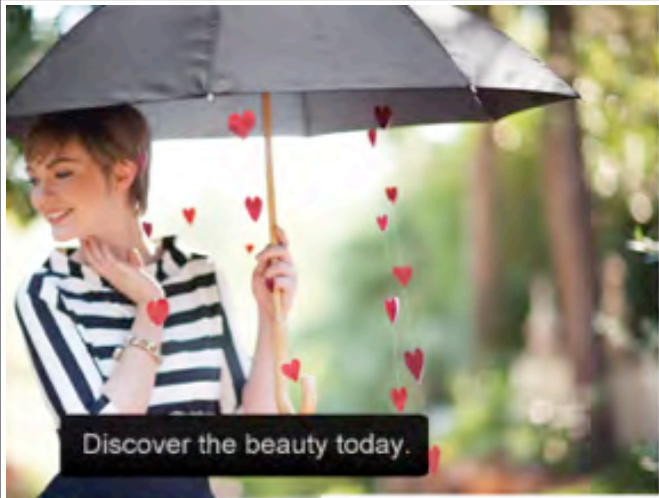
- ✓ Mirror & Tray
- ✓ Referral Sheet (w Wishlist/Closing Questions)
- ✓ Profile Card
- ✓ Pen & Hair Clip/Band

MARY KAY

Advanced Skincare

○	○	○	○
Cleanser	Day Sol	Night Sol	Moisturizer
○	○	○	○
Micro 1	Micro 2	Firm Eye	Found Primer

CC Cream
While the
Foundation
Primer sets
during Referral
Game
****CC Cream
CHANGES
COLOR QUICK
so can not be
added until
right before
use.



35 MARKETS WORLDWIDE

GLOBAL INDEPENDENT SALES FORCE
OF *3.5 million*
MARY KAY

KITCHEN COACHING

When you arrive at LEAST 30 minutes early:

1. Give sincere compliment & gratitude to the hostess. It's nice to find something about her home to compliment as well. Tell the hostess "Just as a reminder if you could hold the refreshments until the very end while I'm doing one on one consultations it's a great thing for them to enjoy while they wait!"
 2. ETIQUETTE REMINDER : Be professional. 1. PUT YOUR PHONE AWAY & on silent. 2. You are here to serve your guests NOT to stand around checking your phone & eating snacks. If AFTER everyone is closed & you are packed up you would like to stay and enjoy a social time with the hostess that is great!
 3. Set up your one on one session away from the table {Money Bag – Calendar – Hostess/Team Building Packets – Calculator – Sales Slips & Product Depending on Outside Temperature}
 4. Ask the Hostess "WHO (notice WHO not 'is there') is coming today & would be good at what I do?" and then listen and say ... "Well what about you?" JUST LISTEN ... don't overcome any objections or concerns just reply with ... "Well just watch me today and let me know what you think ... because I know you would be great!"
 5. OPTIONAL : Discuss Hostesses Colors for her personal color look at the end of the party {USE COLOR CARD} – ONLY the hostess gets color – this is the incentive to BOOK the 2nd appt/party.
 6. Set up the guest spots! {Referral Sheet – Profile Card – Mirror w Tray – Pen} **See diagram.
 1. DO NOT DO NOT put out Look Books or Closing Sheets – these can cause people to be overwhelmed & confused ... and as we all know ... "A confused mind does NOTHING."
 2. PRE-fill trays with Microderm 1 & 2 - Eye Firming Cream – Foundation Primer **See diagram.
 7. Set up your presentation at the head of the table
 1. Rollup Bag (Set up like Closing Sheet – pull products out DURING presentation – Repair on Table)
 2. Cotton Pads (squirt on & pass out DURING Eye Makeup Remover)
 3. Mascara Wands (wait until the end to add mascara – NO double dipping)
 4. 2nd Appt Sample Goodie Bag w Candy
 8. As guests arrive, greet each one & use her NAME as you say, "____, so nice to meet you."
 9. After guests arrive & begin filling out their profile cards go around the table asking each guest :
 1. Do you prefer anti-aging or anti-aging on steroids? Like intro to anti-aging or Spanx for your face?
 2. Is your skin more oily - combination – or dry? How frequently do you experience breakouts if at all?What do you currently use to cleanser/moisturize your skin?
(Don't be afraid to use N/D Cleanser & C/O Moisturizer for those that have dry spots and T zone oiliness)
- COMMON thought: Ppl think that moisturizer causes MORE oiliness ... when in fact NOT using a moisturizer causes your skin to over compensate & create excess oil. Moisturizer is VERY important to control oiliness.



LET'S GET STARTED

1. (Appreciate the Hostess) Alright everyone let's get started! First I want to say thank you to ___(the hostess)____. I seriously appreciate you so much for gathering some of your greatest fun friends around the table. I love ___(something you love about her)____. I have a huge goal of _____ & _____ agreed to help me with that and I'm so thankful for your support!
2. Now let's start by going around the table each sharing our name - how you know the hostess & why you love her most!! (As each woman speaks give her a ticket & tell them for every question they ask they get a ticket for a sweet drawing at the end!)

AGENDA

1. Tonight you are going to learn why you would want to wash your face with Mary Kay! Then you will get to experience the #1 Best Selling Brand of Skin Care in America for over 15 years. After that I'm going to be giving our hostess her exclusive color look while giving all of you a quick dash out the door look. Next you will get to take advantage of some really sweet deals that we only offer when you attend one of our Mary Kay parties! Then I'm going to share with you a little bit about why we love our Mary Kay opportunity! And finally the most important thing of the night {SLOW DOWN ... LOOK THEM IN THE EYE & soften the tone of your voice} ... Mary Kay Ash asked us to always conduct a one on one consultation with every guest so we can go over any questions that weren't covered with the group!
2. This is going to be the 1st of 2 appointments you are entitled to as a Mary Kay Customer! At this first appointment we will primarily focus on skin care - finishing your look with a light foundation - mascara & lip gloss. At your 2nd appointment you will receive a customized color look like _____ is today and you can even share that appointment with friends to get free products as well!
3. SO! I have a little reward for you guys to remind me about that 2nd appointment! Here's a little goodie bag & each time you hear me refer to the 2nd appointment pass the bag to your left and whoever ends up with it gets to take it home! DEAL? Ok so let's practice! "So today we are going to focus on skin care but at your 2nd appointment we can do more advance glamour!"

Pictures About YOU!



Why wash your face with Mary Kay?



MARY KAY



THE MARY KAY FOUNDATION SM



WHY WASH YOUR FACE WITH MARY KAY

- Did you know ... that Mary Kay Ash was a real person who has been voted as the most influential female entrepreneur in American History? Now as cool as that is ... I think the BEST thing to know about her was this ... that she built this business on the simple radical idea of the Golden Rule ... treat others as you want to be treated. That premise & that promise STILL resonate in every corner of our Mary Kay culture today.
- Next ... how much of the buying power do you think women have in America? (TICKETS!)
REPLY :: It's actually 80%! And I don't know what the rest of those cosmetic companies are doing with their money ... but I can tell you what happens when you wash your face with Mary Kay!
- First ... you are directly investing in a locally owned small business and impacting a woman's dreams, her family & her community! In fact if you choose Mary Kay products today you are investing in ME & my dreams! (You could share how Mary Kay will impact your life, family, mission, etc).
- Did you know that Mary Kay is still a private family owned, 100% debt free company, celebrating over 50 years & well over 4 billion dollars in global sales a year?
- Next ... did you know about our PINK DOING GREEN campaign that has resulted in planting 400,000 trees & 13 nature explore classrooms around the US ... and that our manufacturing plant in Dallas & 5 US Distribution centers are all Net Zero Waste facilities & HAVE been for years?
- Did you know the Mary Kay Foundation has provided over \$59 Million to domestic violence prevention programs & women's shelters in all 50 states and to cancer researchers and related causes across the country. PLUS our newest partnership is called Love is Respect. It's a 24/7 text to help hotline where you can text "love is" to 22522 to be connected with advocates to receive support in a safe anonymous way!

enriching **LIVES** worldwide



SOCIAL RESPONSIBILITY
A COMPANY WITH A HEART

MARY KAY GLOBAL

- Did you know when you wash your face with Mary Kay, you are helping us stop animal testing in China! We were one of the 1st cosmetic companies in America to issue a moratorium on animal testing & none of the products you are using today have ever been tested on animals. In China, we are actually the leader in educating the Chinese Government on alternative ways to test cosmetics. You can be so proud to be a Mary Kay customer!
- NEXT - Did you know that when you wash your face with Mary Kay, there are families impacted all across the globe. There are so many stories, but one of my favorites is from China. At an event where new top executives came together, the #1 National Sales Director in China was asked why she thought Mary Kay was growing so fast in China. Her response was "because of the money we make in Mary Kay, we can have more than one child" That is mind blowing isn't it?
- After hearing all of this, what was your favorite part about how Mary Kay impacts families on a personal, local, national and global level?? (GIVE TICKETS for speaking out LOUD)



Watch Me
TONIGHT!



WATCH ME TONIGHT

Mary Kay Ash always said there's a future beauty consultant sitting at each party so just watch me today & see if you think you'd ever want to learn to do what I do!

I am building the most INCREDIBLE Team of women in all of ___(your location/state/breaking a record)__. I am looking for women who {SEE EXAMPLE BELOW}

So if you might be willing to be 1 of the 12 – just let me know later, you can sign my poster & I'd love to offer you a gift just for being willing to give me your OPINION...& I know women LOVE to give their opinion! Lol!!

EXAMPLE : Women who are excellent or who want to BE excellent, women who love God or who WANT to love God, I am looking for women who know they have untapped talent, untapped potential who are just looking for the right opportunity to run on, women who know they want to max out their life experience & who are looking for freedom. One of the things I am working on is to earn the use of my MK Career Car & to do that, I'm looking for 12 women this month who would give me their OPINION of the MK opportunity, fully knowing that it won't be for most of them & I'm totally OK with that!



Oil Free Eye Makeup Remover



Rollup Bag & Eye Makeup Remover

Rollup Bag

Now before I dive into the REAL products I want to tell you about my favorite thing we have on our Mary Kay line ... this travel rollup bag! (*roll it out & romance it*) I like to think it saves marriages & when you hold it next to you even causes you to look 10 lbs thinner right? Don't you think? And check THIS out! The POCKETS ... rip off because there's velcro ... now yall KNOW you love some velcro ... and WHEN ... Not if but WHEN your makeup explodes it's confined to only one pocket & instead of throwing your makeup bag away you simply wash out the pocket & throw the main part in the washing machine! Now make sure I remember to tell you how to get this baby for FREE!

(*As you go through EACH product you will be pulling it out of the rollup bag & lining it up on the table.*)

Oil Free Eye Makeup Remover

The first product we'll use is one of our best-selling products, oil-free eye make-up remover. Hold gently against your eye and then wipe off all eye make up. It removes all eye make-up, even waterproof mascara easily. It's safe for contact lens wearers, and leaves no greasy residue. It even gets rid of eyelash mites! That's right ... I said you have bugs on your EYES! My personal favorite reason I love this product is that it conditions your lashes helping them to grow longer & thicker!

Now if this is something you just totally fell in love with ... grab your pen quick & put a wish list check next to the eye makeup remover at the bottom of your sheet! And as we continue through the rest of the products if you love something just keep checking the boxes so you can remember what you loved when we get to the end of the party!



Skin Care Lines

Now we're going to give a brief overview of each of our four skin care lines and decide which you would like to try today.

Botanicals

This is a simple regimen infused with the goodness of botanicals personalized to your skin type to bring out its healthy radiance!

Clear Proof

Clear Proof Acne System is a highly effective 4 product system that clears up blemishes without irritation while helping to maintain a clear complexion!

And then today these are the two skin care lines we will be featuring!

Miracle Set

These 4 products are scientifically formulated to work together to fight the signs of aging providing visible results. The set delivers 11 age defying benefits has 19 patents world wide & is loved by millions of women around the world!

Timewise Repair Volu-firm Set

Restore what was lost and lift away the years with this scientifically innovative regimen that proves it's never too late to help rescue skin from the damage of the past and recapture a vision of youthfulness.



CLEANSE

*TIMWISE®
3-IN-1 CLEANSER*

CLEANSE, EXFOLIATE
AND REFRESH TO
REVEAL YOUNGER
LOOKING SKIN



FOAMING Cleanser

Cleanser

HOW many times a day should you use a facial cleanser on your skin? (TICKETS)

That's right! Twice! At night because your skin is gross and dirty & full of toxins that you don't want to rub into your face in while you sleep ... and in the morning because all of the toxins you absorbed yesterday come out in your sweat – yes – I said sweat because everyone sweats while they sleep so when you wake up your skin is covered in greasy dirty toxins!

Pick up your cleanser with your fingers and massage it onto your face. Then we'll pass the brush around and you can use it with your brush head. Then remove your cleanser with your wash cloth. If you don't have a brush to use make sure that you always go up & out on your face avoiding your eye area. We never want to put products around our eyes that don't contain the word "EYE" and always be going UP and OUT with our hands because gravity is already pulling our skin down on a daily basis we don't need to help it out haha!

Miracle Set: 3-in-1 Cleanser:

"This Cleanser comes in two formulas – one for normal to dry skin and one for combination to oily skin. Do you feel the beads in your cleanser? With those beads in just one product, you're cleansing, exfoliating and freshening your skin. (does NOT contain microbeads.)

TW Repair: Volu-firm Cleanser:

"Leaves skin feeling revitalized and hydrated. Scientifically proven to help support the skin barrier which can become compromised as skin ages."



SKINVIGORATE Brush

Removes makeup 85% better than
cleansing by hand.



SKIN BRUSH

HANDS/WASH CLOTH

Skinvigorate Brush

This lightweight, two-speed power brush gently massages as it thoroughly cleans skin, removing residue, dirt and makeup in seconds.

- Removes makeup 85% better than cleansing by hand.*
- Boosts the absorption of your next skin care step.
- Helps polish away the look of past skin damage for a more even-looking complexion.
- Softens the appearance of lines and wrinkles.
- Boxed set includes two brush heads and batteries.

DAY/NIGHT Solution



Immediately
increases skin
moisture by
61 percent!

LIFTING Serum

Step 2

Miracle Set: Day & Night Solutions: *(Day Solution on FACE ... Night Solution on ONE ELBOW)*

Now let's talk about wrinkles. I'm going to guess that no one wants them, right?! We're going to add these 2 bottles to the BASIC, which turns the BASIC into the MIRACLE SET – b/c it does MIRACLES to your face! Just by adding these two bottles to the middle of your BASIC SET you're actually going to DOUBLE the results you see in your skin care. I always say that these two are married, as they work together to fight the signs of aging in your skin. These are NOT moisturizers ... they're age-fighting products.

These are your VITAMINS (Day/Night) – they are what we call your PRO-NEWAL System – the DAY Solution is going to PRO-TECT during the day and the Night Solution is going to RE-NEW at night. Hence, "Pro-Newal."
You swap out the day or night solutions between cleanser & moisturizer depending on what time of day it is.

We'll start with Day Solution first ... now unless you are all about having skin cancer this is a product to add to your must have daily list! (start applying). It:

- Protects and shields the skin from harmful UVA/UVB rays with SPF 35*
- Has calming peptides that help to RELAX EXPRESSION LINES, fine lines, wrinkles
- Going to be your BOOSTER that helps your entire skin care system to work better
- Acts like a "FORCE FIELD" on your face - blocks your face from pollution in the environment

Night Solution

One of our PRETTIEST PRODUCTS – see all those pretty beads floating around in there? Those are actually encapsulated VITAMINS A, C, E. We're just going to put that on one elbow & compare your elbows in 5 minutes! Notice there are no beads in your tray b/c when you dispense it, the beads BURST and release FRESH VITAMINS onto your skin.

TW Repair Next Step: Lifting Serum:

This is my favorite product in the Repair Set. It lifts and firms sagging skin while increasing the production of collagen in the skin. You'll see immediate changes in the firmness of the skin along the jawline and on the neck as well - PLUS it instantly increases skin moisture by 61%!

MOISTURIZE

*TIMEWISE® AGE-FIGHTING
MOISTURIZER*

REDUCES THE
APPEARANCE OF FINE
LINES AND WRINKLES,
AND HYDRATES FOR UP
TO 10 HOURS



Miracle Set Moisturizer

Miracle Set: Timewise Age-Fighting Moisturizer:

- HYDRATES for up to 10 HOURS using our exclusive HUMECTANT BLEND
- It also contains powerful ANTIOXIDANTS which guard against damaging FREE RADICALS that are caused by pollution, radiation, cigarette smoke, herbicides and other environmental pollutants.

You'll use your moisturizer every morning & night LAST as the SEALANT to your VITAMINS.

A lot of women who have OILY SKIN don't think this step is necessary. They feel they'll be adding oil to their face. TW formulas are 100% OIL-FREE. If we don't keep the face moisturized, oil-glands begin working overtime producing oil to make up for it. That's why you might feel squeaky clean when you wash your face, but by mid-afternoon you could fry an egg on it. The face needs moisture to prevent from going overboard with oil production.



DAY/NIGHT Treatment



Repair Day & Night Treatments

TW Repair: Day & Night Treatments:

The Volu-firm day cream sunscreen broad spectrum SPF 30 is a rich hydrating cream that provides broad spectrum UVA/UVB sun protection with a built in moisturizer. It's designed to help visibly reduce the appearance of deep wrinkles – help give skin a visibly lifted look & help give skin tone a more even appearance.

The Volu-Firm night treatment with retinol & built in moisturizer recaptures the vitality of youthful looking skin and to visibly repair the signs of aging. This ultra hydrating night cream is clinically shown to reduce the appearance of deep lines and wrinkles while it helps to firm areas prone to sagging. It's formulated with the Volu-firm complex of ingredients and enhanced with the power of retinol to help reveal younger looking skin with remarkably improved radiance!

MICRODERMABRASION

Refine/Pore Minimizer

REFINE

TIMEWISE®
MICRODERMABRASION
STEP 1 REFINE

EFFECTIVELY REMOVES
DEAD SKIN CELLS FROM
INSIDE AND AROUND THE
EDGES OF PORES



APPLY PORE MINIMIZER

TIMEWISE®
PORE MINIMIZER

SIGNIFICANTLY REDUCES
THE VISIBLE NUMBER OF
PORES* AND GIVES YOU
CLOSE-UP-CONFIDENT SKIN

Microdermabrasion

WHO has ever been to the spa for a Microdermabrasion treatment?? And you paid about \$100-\$400 a treatment & they were like HEY make sure you come back 8 to 10 times! Well we were able to take those EXACT ingredients & put them in 2 bottles to use in the comfort of your own home! You get about 45-55 uses out of this set so it's about \$1 per treatment instead of \$200 and you only need to use it 2-3 times a week! This is going to IMMEDIATELY REDUCE the appearance of FINE LINES & SMOOTH skin's texture and then Step 2 the PORE MINIMIZER tightens the look of pores & immediately minimizes pores.

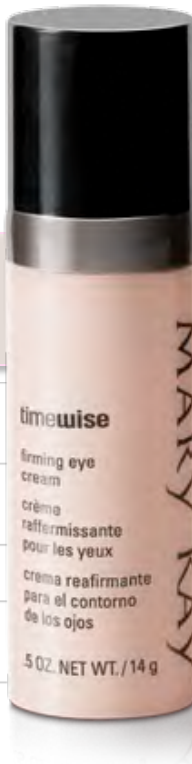
So 1st you want to scoop up all of the product in #5 and rub it ALL over the back of one hand for about 30 seconds. This SUPER exfoliant contains aluminum oxide crystals which is the EXACT SAME INGREDIENT you will find from your dermatologist. These crystals are gently scrubbing away the top 7 layers of dead skin cells. And just a quick fun fact :: none of the products you are using today contain micro beads which have been banned because they were harming our water systems so know that you are also using environmentally friendly products!

Once you have cleaned off the little crystals apply Step 2 in spot #6 ... this is the Pore Minimizer which contains calming peptides and will drastically reduce the appearance of your pores! Personally I like using this product on a daily basis because my pores need minimized everyday not just twice a week!

Now I'm going to put just a little dab of dark foundation on the back of BOTH of your hands & have you blend it in ... what differences do you see in your hands? How does the product look different? Does it feel different blending into your skin? How do your pores look?

FIRMING Eye Cream

96%	saw an improvement in the overall appearance of the skin around the eyes.
100%	saw a visible reduction in roughness/dryness around the eyes.
Up to 25%	saw firmer skin around the eyes.
Up to 40%	saw a reduction of dark circles under the eyes.
Up to 75%	saw an improved silkiness of skin around the eyes.



BEFORE



AFTER



Volu-Firm Eye Renewal Cream

Eye Cream

Next for a TICKET WHO KNOWS what finger we should use to apply eye creams?? YES! Your ring finger is the weakest finger on your hand! The skin around your eyes is $\frac{1}{4}$ thinner than anywhere else on your body so you want to be extremely delicate.

(You can use the example your arm skin is like cardboard – your face like cardstock – your eye skin like tissue paper)

TW Firming Eye Cream

This luxuriously rich eye cream is so advanced it improves firmness, brightens and provides intense moisturization, plus minimizes the appearance of fine lines and wrinkles. This eye cream contains soothing botanical extracts and brightening agents to help condition the skin for moisturization, resulting in a more even skin tone. This is suitable for all skin types & contact lens wearers.

TW Repair: Eye Renewal Cream

One of the coolest things about this eye cream is the customized Z-MAC applicator designed to help stimulate micro-circulation & help reduce puffiness! It firms & tones sagging skin around the eyes – restores a youthful lift – minimizes the appearance of deep wrinkles – immediately **DOUBLES** skin hydration for 12 hours ... which we all know the dryer we are the saggier we are so hydrate UP!

A great comparison about treating your eye area with care is think of a hair tie! The more you pull on it the more stretched out it gets & eventually what happens? Yep! It snaps!

FOUNDATION Primer w/SPF



PRIMER

CREATES A FLAWLESS CANVAS

Foundation Primer

This lightweight gel is for all skin types including sensitive skin & glides on easily to fill in the spots & cracks in your skin. Then within a couple minutes dries to a matte finish to help you have a more flawless foundation finish! It is non-comedogenic (NON-pore-clogging) and can be used with any of our 5 Mary Kay foundations. This great product has 3 primary benefits:

1. It's an Oil-free product with SPF 15* formulated to absorb excess oil like an oil mattifier.
2. It diffuses light to help reduce the appearance of fine lines, wrinkles and pores.
3. It creates a magnet between your skin and your foundation not only extending the wear of your foundation but also making it so you need to use much less foundation for the same great coverage!

REFERRAL GAME:

Now the #1 fact to know about this product is that it needs to dry & set up on your face before applying your foundation! I generally brush my teeth in between to make sure I let it set. While we are letting this dry I want to know WHO are the competitive people in the room? Who LOVES to win? Because right now it's time to get a LOT of tickets! Do you see here where it says referrals? The #1 way you can help me finish my goals for my team is by me being able to share these products with your friends & family who will each get a pampering session & gift certificate from you at NO cost!

So for every 5 names/numbers you write down I'll give you a ticket ... when you fill up the sheet I'll give you a bunch of tickets ... and whoever wins with the MOST names/numbers I'm going to just make it RAIN tickets on you! Ready SET GO!!

(Play a song or 3 on your phone while they do this ... then go around & put CC Cream on all the trays.)

CC Cream

Available in 5 Shades



8 Benefits in 1 Step

- Protects
- Brightens
- Corrects with lightweight coverage
- Minimizes Redness
- Conceals
- Reduces Visible Signs of Aging
- Defends
- Hydrates

CC Cream

(Those that finish the referral game early ... have them start applying their CC Cream ... don't start explaining it until the LAST person puts their pen down.)

CC Cream stands for "Complexion Corrector." There's a LOT going on in this little tube – it protects your face from the SUN, minimizes REDNESS, it BRIGHTENS your skin, conceals DARKNESS, reduces signs of AGING – you name it – it does it & is SO LIGHTWEIGHT. My customers who say "No way – I don't wear foundation" – they go crazy for this. Now for a TICKET ... who knows why foundation was created??

It was actually created to PROTECT your skin! That's right ... what would happen if you only treated half of your wooden deck? Exactly it would rot! So putting foundation on your face daily is protecting it from the sun & other elements - drastically slowing down the aging process.

I love CC Cream because _____.

(as they are applying) Some of you may want more coverage for your foundation & if so, that's something we can match at your 2nd appt. We have insanely amazing foundations, like Mary Kay is KNOWN for our skin care & foundations/mineral powder – I run into cosmetologists all the time who say, "Oh I can always tell people who use Mary Kay b/c their skin is flawless & looks amazing."

(OPTIONAL : Putting Translucent Powder & Cotton Balls in the center of the table for people to try who prefer a more matte finish with the CC Cream foundation.)

MASCARA

NourishinePLUS Lip Gloss



Book your 2nd Appointment today to receive a Custom Color Look!

Mascara & Lip Gloss

The last thing that we are going to do today is quick dash out the door makeup! While I'm helping _____ (hostess) with her customized color look for a couple minutes here is the mascara & some wands ... and a few of our lip glosses for you to try! Just make sure you don't pump or double dip the mascara because it fills the tube with bacteria and with the lip glosses - just wipe some of the product out on your tray!
(Set them lose to have fun!)

(If you do not have demo Glamour Trays make sure to use color cards for the hostesses color look that you can purchase from Section 2. Once you have finished the Color Look & everyone has on mascara & lip gloss go into the table close)

Table Close Part 1 :

Now that we are all finished trying these amazing products lets pull out your wish list & quickly run through each product so we can make sure you get everything checked that you love!

(Read through the list of products on the bottom of the Referral Sheet TOP to BOTTOM with a 5 second explanation of each product as you hold of the bottle & line each product up in front of you.)

TIMWISE MIRACLE SET



3-In-1 Cleanser
Age-Fighting
Moisturizer
Day Solution
SPF 35
Night Solution

\$95

ULTIMATE MIRACLE SET

TimeWise Miracle Set
Firming Eye Cream
Microdermabrasion Plus Set



\$182

TODAY ONLY!

Ultimate Miracle Collection

Pocket #1:
{ Cleanser * Moisturizer * Day & Night Solution }

Pocket #2:
{ Microderm & Firming Eye Cream }

Pocket #3:
{ Foundation & Foundation Brush }

Princess Set \$199:
[\$262 Value] 2 Payments of \$99⁵⁰

Repair Set: \$299 [\$366 Value] or 2 Payments of \$149⁵⁰



ROLL UP BAG FREE!



Eye Makeup Remover \$15	Ultimate Mascara \$15	Foundation Primer \$18	Compact \$19	3 EYESHADOWS \$24	CHEEK COLOR \$12	CREME LIPS LICK \$15	SOLAR LIPS \$18

Queen Collection \$299:
[\$398 Value] or 2 Payments of \$149⁵⁰

With Repair Set: \$399 [\$502 Value] or 2 Payments of \$199⁵⁰



Table Close Part 2

TODAY ONLY DEAL SHEETS

Now WHO loves a great deal? (Start handing out the deal sheets) today only because you came to this party you get to take advantage of a couple really great deals! Basically are you a PRINCESS ... or are you a QUEEN?

(As you are going through EACH of the products featured in the Princess Bag ... ONE BY ONE pick up the product & place it into the appropriate pocket. This is VERY important in showing the value they are receiving & selling the value of the Princess/Queen Bag! Remember ... #1 thing is to EXPECT that everyone will be taking home one of these sets!)

With the Princess Bag you are going to get the Cleanser – Day Solution – Night Solution & Moisturizer in the 1st pocket or if you used the Repair line the Cleanser – Day Treatment – Night Treatment & Lifting Serum. The Microderm Step 1 – Microderm Step 2 – and your eye cream are in the 2nd pocket. Now the 3rd pocket will have your foundation of choice & foundation brush so you aren't getting the oils from your hands on your face PLUS you get the best ever bathroom organization tool our Mary Kay Rollup Bag! You are getting \$262 worth of products for only \$199 or \$299 with the Repair Set! And if you are like please lady I'm not a Princess ... I'm a Queen! You can add the eye makeup remover – mascara – foundation primer – color compact filled with eye shadows/blush of your choice – lipstick or lipgloss & satin lips ... which is \$150 in products for only an additional \$100! In other words YES it's an insane deal that you can only get today for coming!

Book your
2nd Appointment today
to receive a
Custom Color look!

YOU + 3

\$50 FREE!

OR

YOU + 5 Friends!

GET \$100+ FREE FOR PARTNERING WITH ME!

Email guest list of 8+ women 18 years+ with names - addresses & emails
within 48 hours of booking you for your FREE MK Rollup Bag!



Keep your party on the original time & date to earn
your FREE MK Brush Cleanse!



EARN MK CREDIT THE FOLLOWING WAYS...

Earn
\$25 FREE
for 2+ parties
booked from yours

Earn
\$25 FREE
for every \$100 in
outside orders



Join my TEAM within 24 hours of your
party & get a Satin Hands FREE!

Earn
\$25 FREE
for \$300+ sales at
your party

Earn
\$25 FREE
for 5+ women 18
years+ at your party

Table Close Part 3

The very last thing we are going to touch on before we do your one on one consultations ... are the 4 little check boxes on the side there.

So 1st ... check Yes No or Maybe if you'd love to get together for your 2nd appointment to create a custom color look!

Next ... check Yes No or Maybe if you would love to share your 2nd appointment with friends and get one of THESE sweet deals I have featured right here!

**** GREAT PLACE TO ENTER Deal or NO Deal Game****

Ok ... now if you watched me squirt some product on a plastic tray & read off the back of this handy lil flip chart & are like seriously that's all she does and this pays her bills and helps her make awesome extra money? I'm not saying I want to be in Mary Kay but I sure am curious as to how this works ... or maybe you are just a really awesome person and would love to help me with my goal of sharing this opportunity information with 10 women this month for a free eye shadow ... check yes no or maybe!

(FLIP THE PAGE)

Your Starter Kit...



Starter Kit Bag
w/Removable
Organizer Caddy



Product Included:

- TimeWise 3-in-1 Cleanser Normal/Dry
- TimeWise Age-Fighting Moisturizer Normal/Dry
- TimeWise 3-in-1 Cleanser Combination/Oily
- TimeWise Age-Fighting Moisturizer Combination/Oily
- TimeWise Day Solution SPF 35
- TimeWise Night Solution
- Oil-Free Eye Makeup Remover
- Ultimate Mascara—Black
- Choice of Mary Kay Mineral Powder Foundations or TimeWise Liquid Foundations

\$410

retail value!

(with TimeWise Liquid Foundations)

Full-Size Retail Product



Only \$100

plus applicable tax and shipping

Small investment, Big rewards!



- Consultant Guide
- Datebook
- Start Something Beautiful DVD
- Start Earning Now Magazine
- Miracles Happen Book
- Ready, Set, Sell Inventory
- Options Brochure



Materials:

- Hostess Brochure
- Team-Building Brochure
- 25 Customer Profiles
- 10 Look Books
- 25 Sales Tickets
- 10 Beauty Books w/Instructor's Guide



Supplies:

- 4 Mirrors with Trays
- 10 Color Cards
- 12 Lip Gloss Samplers
- 30 Disposable Trays
- 30 Facial Cloths
- Foundation Finder Tool
- 15 Disposable Sponge-Tip Applicators
- 15 Disposable Mascara Brush Samplers
- 12 Fragrance-Free Satin Hands Pampering Set Packets
- 6 Pairs Microdermabrasion Set Samples (Steps 1 & 2)
- 6 Botanical Effects Cleanse Formula 2 (Normal)
- 6 Botanical Effects Moisturize Formula 2 (Normal)
- 6 Botanical Effects Freshen Formula 2 (Normal)
- 6 Botanical Effects Mask Formula 2 (Normal)

Show the Starter Kit

Ok SO! Here you can see our Mary Kay Starter Kit ... now this isn't a "great deal" bag ... this is an "opportunity" for growth & change bag!

I am looking for women who ... *(fill in your adjectives or use these examples)*....are excellent or who want to BE excellent, women who love God or who WANT to love God, I am looking for women who know they have untapped talent, untapped potential who are just looking for the right opportunity to run on, women who know they want to max out their life experience & who are looking for freedom. One of the things I am working on is ... *(what's your goal?)*... and maybe you just want to learn a little bit more about this company & what causes us to be the exception and this isn't for you but you just want to help me ... or maybe you ARE that woman that has been praying for an answer! And if that is you I would LOVE to have you as a part of my championship team!

SO! Check yes no or maybe ... ****WHO ended up with the 2nd appointment gift?? Let's draw for our 2nd prize winner from our tickets!

Now I'm going to grab each of you individually for your one on one consultations where I can answer all of your questions & and give you the opportunity to purchase any products that you would love to take home with you today as I have all of the products we used today with me!



Thank you for coming!!

Individual One on One

(TIPS for SUCCESS)

- ✓ Memorizing & knowing this is crucial to Full Circle, keeping your business going, working smarter not harder
- ✓ After the Table Close, you will want to meet with every guest individually, AWAY from the table, NOT AT THE TABLE, unless you want to sabotage your sales & future bookings. This can mean the difference between a \$50 appt or a \$500 appt. Have her sit down next to you, HER back to the party & try to lower your body so she is higher than you.
- ✓ You will start off asking EVERY guest the same questions, don't skip questions due to prejudging. Questions go in the order of: ICE BREAKERS, then SALES, then BOOKINGS, then TEAM-BUILDING. They build on one another. Do not switch the order i.e. start off with booking attempt first unless she leads this.
- ✓ Remind yourself you are going to be COURAGEOUS. (20 seconds of insane courage can change your life)
- ✓ Setting up next appointment: When you study this, role play this & write it out yourself in a flowchart— you will feel confident and prepared.

There are really only 5 scenarios that could happen:

1. She buys skin care & chooses to share 2nd appt with friends
2. She buys skin care & wants a 2nd appt, but does not want to invite friends
3. She buys skin care & does not want a 2nd appt.
4. She does NOT buy skin care, but would like to know about how to get it for free
5. She does NOT buy skin care and does not want a 2nd appt.

Individual One on One

(SCRIPTS for SUCCESS)

Step 1. Thank them for coming!

Step 2. Thank them for the referrals!

Step 3. Go over their profile card & see if what they checked on their profile card matches what they checked on their wish list or if you need to check a few additional products.

ASK :: "Would you like me to add this product to your wish list?"

Step 4. "So of the products you've checked on your wish list what would you love to take home with you today?"

(Don't be afraid to suggest the Princess/Queen bag if it seems like the best deal for them or if they are super close to that total. Your PRIORITY is to be authentic & earn their TRUST.)

→ "What else would you like to have today ... how are you on eyeliner body wash & stuff?" (SUGGESTIVE selling! And until they say stop - you KEEP asking & writing!)

→ "I take cash or credit which works best for you?" (I do try & steer clear of checks unless you know them)

Step 5. *AFTER closing the sale & getting their payment ... go over the 4 closing question check boxes.*

Question 1 & 2 can be blended booking the party with the color appt - use scripts below as needed.

→ "You checked (maybe/yes) for having a color appointment! Does afternoon or evening typically work best for you?" (give 3 time options in the next 3-10 days)

→ "Now at your color appointment would you rather pay full price or get products for free?"

→ "Would you rather get \$50 or over \$100 free?" (depending on their answer explain how - assure them it's super easy & refreshments aren't even needed)

→ "Awesome! Now I'll text you to confirm tonight/tomorrow & have you send me a quick group text with your friends coming so I can send a little pic collage invite right away and the day before the appointment so we all remember it's coming up!"

Individual One on One

(SCRIPTS for SUCCESS)

Step 6. BOOKING the SHARE CALL/APPT

- "You checked (yes/maybe) that you're either interested in learning a little more or are just really awesome and willing to help me out for a free (Lip Gloss/Eye Shadow)! Thank you SO much!! Would afternoon or evening work better for you?"
- Continue using typical booking techniques.
- Have your Director's Booking Site ready to go & saved on your phone so you can book the appointment ON SITE! If you don't book the appointment ON SPOT you majorly lose the chance of ever having the booking.
- Give Team Building Packet & write inside date/time for share. (see Unit website for details/print outs)

Step 7. BUILD YOUR TEAM!

- Some women may be ready right NOW to join your team & get started! If this is the case hand her your phone/table/laptop to order her starter kit on while you FINISH CLOSING THE REST OF THE GUESTS.
- MAKE SURE YOU SELL HER THE PRODUCT BEFORE SHE SIGNS! This is critical for her to understand the importance of the sale & having products on hand for the instant gratification.
- Send a 3 way text between her & your Director to get everyone on the same page so your Director can set up her welcome appointment.
- If she checked MAYBE ... you can spend LESS than 1 minute overcoming a quick objection ... but it's best to book a sharing appt with your Director. The last thing you want to do is end up in a deep 20 minute conversation & neglect the other women at the party losing their respect AND sales.
- Last but not least ... show your hostess the incredible quick easy money you just made and ask ... "now are you sure you aren't interested in giving this a try yourself? I know you would be GREAT!"