Linda's Thoughts and Words on Facials and Classes

Before you go to a facial or class:
*SEE' in your mind how it ends.
*Leave your drama at home. This is about HER.
*See her liking you, your products & your services.
*See her buying the skin care and earning her color.
*See her introducing you to 5 of her favorite people.

Your business goes in the direction of your most predominant thoughts!

Opening Remarks – Facial

Start by appreciating her. Be specific.

__(Name)_____, (use people's names…there is no sweeter sound in the world than a person's name) I'd like to explain how I run my business. Today at the end of the facial, should you decide to become my MK customer (client), I will see you again at your check-up appointment in 2 weeks.

Today I will prescribe a skin care regimen just for you. We offer 4 different product lines. Your profile card tells me which product line is best for your skin. We will know in 2 weeks if we made the right choice. At that time, we will also know which additional supplements you might need and you will have an opportunity to try them.

Today I will be using learning colors to teach color placement and technique. In 2 weeks I will have the make-up artists at Mary Kay design a look especially for you.

At your 2nd facial you will have an opportunity to share me with up to 5 of your favorite people. You will receive free products for doing so.

Additionally, I will see you every 3 months. That's how often your skin changes, you run out of products and we get new seasonal products that match the fashions for that season. I want to make sure you are totally in the know and on trend!

So let's get started…(Go into your normal presentation)

MYTH: People don't have time for a 2nd facial. People have time for what they see as valuable. Our job is make sure what we do has value. (Acrylic nails are filled in every 2 weeks, hair color and highlights every 6 weeks, exercise class every week, etc.)

FACT: If you take all your samples to the first facial I will unfriend and disown you. ☺

EXTREMELY IMPORTANT:

1. Mention 2nd facial 7 times during the facial. This builds anticipation.

2. Have her make notes on her profile card. Writing denotes ownership. Any remarks that you want to remember have her make a note. (For example ….at the 2nd facial let's try a cream to powder foundation, at your 2nd facial lets try the Even Complexion Essence Mask) Have her write down all the colors you use on her face.

3. Your 7 remarks are either promoting a thought about a product OR to the people she might invite.

4. Keep remarks about each product BRIEF and to the point. You have PRODUCT CENTRAL for difficult questions or people who want to know ingredients.

5. You want the focus to be on developing a relationship with her!!

6. How do you develop a relationship in just one hour? ASK QUESTIONS!!!

    Where were you born?
    What did your parents do?
    How did you meet your husband?
    How many children do you have?
    Hobbies?
    Church?
    Community Service?

7. While you are finding out about her you are constructing a puzzle. You are 'becoming her'. This will help you know how to interact with her.

8. During the facial you are mentally constructing her guest list for her 2nd facial. That way the conversation flows naturally at the end.

Do your normal close

If money were no object, what set would you start with today? (if you close with a LOOK BOOK and not a SET sheet I will also unfriend you and pretend you were never in my national area ☺).

After she answers you say "Because money typically is an issue, which set are you the most comfortable starting with today?" BECAUSE you now know what she wants, you can help her earn it at her 2nd facial.

Always SELL, BOOK and RECRUIT in that THAT order!! Very important.

THE 2ND FACIAL THAT TURNED INTO A CLASS

General Comments:

If done properly, 99 times out of 100 you will NOT need to pre-profile. At the first facial you established trust, she is now excited about the products and looking forward to learning more. She is anxious to share you with her friends.

Your table setting DAZZLES your guests! Beautiful, trendy and soooo inviting!! (think color, season, theme, chocolates, personalized place cards etc.) If you throw a mirror on a table I will not only unfriend you I will block you ☺. When the guests walk in their mouths drop open. Excitement level builds before you say a word!

The hostess is given the place of honor at the table. She is near you so you can be at her beck and call. At her place setting she receives:

1. Full brush set to use
2. Customized color look from InTouch
3. Concealer, highlighter, skin supplements specific to her
4. Thank you hostess gift BEAUTIFULLY wrapped or bagged with tissue

Class Flow:

Appreciate the hostess, indicate this is her 2nd facial and thank her for sharing you with her FAV friends.

Introductions—Before you share how you run your business go around the table and get to know each person. (BUSINESS CARD folded in half makes place card, have them write their name and put on opposite side of mirror so you can see) Here is what you want to know from each person:

1. Name and how they know the hostess
2. Occupation
3. Previous experience with Mary Kay (looking for ppl with consultants)
4. If someone has something negative to say DO NOT GET DEFENSIVE! Instead, compliment her on giving up 2 hours of her life for her friend & being willing to try again.

Opening remarks same as FACIAL (refer to previous notes) with the addition of the cycled party.

(Cycled party) Since I am going to see you every 3 months it only makes sense to me that we share hostess credit. This time ____ gets the free product, when I see you all in _____ (3 months from now) perhaps _____(Name of guest as an example) you could have everyone over and get all the free stuff.

THIS plants a seed of thought. You are TEACHING everyone how to THINK about a PROFESSIONAL consultant.

Proceed with normal class. Talk about their 2nd Facial 7 times. Now it's easy, they are WITNESSING a 2nd facial! Guests get learning colors. Hostess gets customized look.

Once this pattern starts it NEVER ends. You never run out of appointments.

CLOSING A CLASS or FACIAL

1. Show sets at table close
2. At private close simply ask a few questions such as:

   What did you enjoy most about your appointment?

   If money wasn't an issue what set would you take home today?

   What set are you the most comfortable starting with?

Again, SELL first. THEN Book 2nd appointment (you know what she wants that she cannot afford). THEN Recruit (offer her the opportunity and share CHOICES CD, recruiting literature, etc.).

This order is important! If you recruit her and she is not a customer and she doesn't follow through, you have NOTHING!! If she is a customer, and has introduced you to her friends, you STILL HAVE ALL THAT!! Plus if she has buying family and friends she is more likely to do something!

Will everyone do what I just described? NO, but enough will that your datebook is packed for the rest of your career. I PROMISE. Mine was.