

What Happens When You Hold A Party?



1. You gain self confidence because you are challenged to handle more than one person at a time.
2. You learn how to think fast on your feet because you have multiple people to deal with – who are asking you questions, who have different skin types and certainly different needs.
3. You build new customers who potentially become customers for life!!
4. You sell product and you get re-sold on what a great opportunity we have we Mary Kay.
5. You meet people to talk to about our career opportunity and then you begin to build a Team of women who want to change their lives!
6. You get new bookings to keep your business going because you have bonded with the people at the party and they trust you and are more willing to work with you! You begin to build a relationship with the people in attendance and as a result, they return phone calls when you leave them a message – they KNOW you!!
7. You begin to build a customer base that brings in a very lucrative reorder business.
8. You begin making money so that you can take the financial pressure off without the stress of money, life takes on a whole new meaning!
9. You develop so much self respect because you disciplined yourself to do what you made out to be a BIG HAIRY deal – when in fact, it really is not that big a deal—just that

you made it into something BIG because you shied away from asking for bookings!

10. Last, but not least, you begin moving up the career path and you begin to realize that this is really not a hard business – far simpler than you imagined it to be!

If you were to hold 5 parties the first two weeks of every month here's what would happen:

- You would see 15-30 people and sell ½ of them skin care and those are the people that you would begin to build a reorder business with.
- Let's count on 15 – not 30. The average customer spends \$160.00 a year, but let's just say yours do just enough to get the PCP gift and order \$160 a year (\$40 every quarter to get the free gift). If you were to repeat this the first two weeks of every month – you would have 180 customers at the end of the year – they would have ordered \$28,800 in product and you would profit \$11,520 – just in reorders!!
- Now add the Team you would build plus the sales from the party. Let's say that you only sell an average of \$200 at every party you hold – 5 the first two weeks of the month – that's \$1,000 a month just from new business at your parties.

- Do that 12 months out of the year – you've now sold \$12,000 a year in new business with a profit of \$4,800.00. $\$4,800 + \$11,250 = \$16,050.00$ income. This does not include the commissions from Team Building and we are talking about 8 hours a week!!
- You could easily do this while working your full time job!! So, it is imperative to build your booking and skin care party skills!! When you do – you own your future!!

I would love to suggest that you hold parties away from your own home! Success is not convenient!! People will easily cancel if you are at home!! They think they have not inconvenienced you!!

I know your goal is to move up – win the Stars in Red, White and Blue Challenge or become a Director or win a car – this can only happen when you are holding parties and meeting new people!!

Party Procedure - "Party With A Purpose"

Skin Care Party Procedure Party with a Purpose!

By Sr Director Beverly Taylor

Objective for Customer:

- To identify advantages of proper skin care
- To practice proper skin care techniques
- To find and apply a perfectly matched foundation for a flawless finish!

Objective for Consultant:

- Sell 2 basic skin care sets (cleanser, moist., foundation)
- Book 2 future appointments
- Select 2 people to share the career info.

Begin with the end in mind!

- #1 friend is your Flip Chart!!
- It is designed to meet the objectives above!
- Look for the places in your flipchart that accomplish these goals!

Page One: Welcome

Give hostess nicely wrapped gift and lots of recognition. Give out the hostess brochure and quickly show the hostess credits and the one she is working with at the party!

Share the agenda

After we introduce ourselves, I will tell you a little about proper skin care and how our products work with the natural process of your skin. Since _____ has chosen to share her color appointment with you, you will

get a front row seat to her makeover! After that, we will book your color appointments and discuss your individual needs and questions.

Page Three: Introduction

Guests share their name, job, and how they know the hostess

Page Four: Your I-Story

1. why you began your MK business
2. What you have gained in MK
3. Your next big goal
4. Close this page by telling them quickly what they can expect from you
 - Forever consultant
 - 100% guarantee

Page Six: Skin

1. Skin has two layers
 - Epidermis top layer
 - Dermis lower layer.
2. Every 4 weeks the living cells in the dermis move up to the epidermis.
3. The Dermis is where everything takes place. It has collagen and elastin fibers. When it is hydrated, it builds more collagen and fibers which is a building block to younger looking skin!
4. Have them look in the mirror and ask:
 - What are you happy with?
 - What needs improvement?

- What we are going to do will only take 3 min. in the am and pm. But you will see results in 3 days, 3 weeks, and in 3 months!

Page Seven: Explain difference in Basic and Miracle Set

1. Basic does 5 things; Cleanse, Exfoliate, Freshen, Moisturize, and Protect
2. Miracle Set: Does 7 more things; Smooth reduce lines, firms, softens, energizes, builds, and makes a flawless finish

Page Eight: Product Benefits

1. **Cleanser:** Apply Cleanser 2 times per day.
2. **Day Solution:** Apply to 1/2 face . It has SPF25 to protect from UVA/UVB rays. It is full of anti-oxidants and calming peptides to relax expression lines, and light diffusers to soften the appearance of fine lines
3. **Night Solution:** Demonstrate on back of hand. An anti-aging peptide that stimulates collagen to smooth and firm skin while you sleep!
4. **Moisturizer:** A patented complex reduces fine lines and wrinkles by accelerating the skins renewal process.
5. **Foundation:** Mineral Powder. Demo using paper cupcake holders, clean brushes.

Party Procedure - "Party With A Purpose" continued

Hostess Color Appointment

Allow others to apply while you get roll ups for everyone

- **Explain Lip Liner:** Make down lines and hold your lips in a normal fashion. Sketch over the entire lip very lightly so that the wax from the pencil will help the lipstick adhere to your lips longer!
- **Lipstick:** Always start with the bottom lip first
- **Lip Gloss:** Instantly takes 5 years off your face! Our gloss has exactly one application on the sponge tip each time you pull it out! Concentrate gloss on the middle part of your bottom lip!
- **Eye shadow:** The smoky eye is the look everyone is going for right now! This is accomplished by a process of layering your shadow and smudging your liner! Take the lightest color and place all the eye area and on the inner 1/3 of the lower lashes. Take the second (midtone) color and place on top of that all over the lid and into the crease. The accent color will be placed on the outer 1/3 of the eye with a tapping motion

motion followed by blending with a brush all over the eye area. I use the eye shadow brush referenced earlier to achieve this look!

- **Eye liner:** The smoky eye does not have to be a "dark" eye. Simply apply the liner along the lash line making sure to "color in the eyelash area" with a thin/heavy line. Then using your accent color on your brush, blend the liner until it looks "smoky". Follow with lots of Mascara!



Closing The Party

Sell - Book Again - Plant Team Building Seeds

Thanks SD Mary Beth Glotzbach

Your main objective in holding a party is to sell, book another party, and plant the seeds of team building. Wouldn't you agree? Learning the proper techniques is all there is to it. We are in sales and there are certain sales techniques that are important for you to learn and once you master these skills you will successfully book, sell, and team build!

At the end of your skin care party there are a couple of things you

want to always remember.

1. You must always close individually and away from the makeover table. Closing and getting the guests' orders while they are all still around the table will lower your sales.
2. Arrive early for your party so you can get set up. Ask your hostess where she would suggest that you talk with each guest individually after the party. Ask her to serve refreshments while you speak with each individual.
3. Place all your closing materials in that area (normally the living room) so you are not even tempted to close around the table!! Closing materials consist of your Date book, Sales Tickets, Calculator, Beauty Books/Look Books. Hostess Packets and Product to sell.

Once you've completed the group close (explaining how the sets come) you will want to begin the individual close with the guests. Ask who is in a hurry—start with her! If no one is in a hurry, then...

1. Start with the most enthusiastic guest. Or you could start with the most attentive guest. Obviously, you don't want to start with the one who has made negative comments throughout your presentation or the one who says during the party something like "I know I'm just getting a lipstick". The guest you start with will most likely set the tone for the rest of your sales.
2. After you have completed the table close, then say the following: "_____ (your hostess) has some wonderful refreshments for you and while _____ is serving those I need to spend a few

Closing The Party

minutes with each of you individually to make sure we have the right colors on the back of your profile and to also schedule a time for your check-up facial.

3. Select who you are going to start with. ... "So, Mary why don't we start with you and if you'll bring your profile with you we'll just go in here." After you are finished with Mary then ask her to send in the next customer you want to close with until you have closed them all, ending with the Hostess.

You are now in the other room with Mary—Now What?!

CLOSE #1

1. You smile and nod and ask, "Mary, did you have a good time? How does your face feel?"
2. (Say her Name), give her a sincere compliment. EXAMPLE: Those colors look great on you!
3. "Mary, you know your situation far better than I do, would you prefer to start with four sets tonight and receive a FREE Travel Roll Up bag, or take home our Miracle Set that improves your skin in 12 different ways or just our TimeWise Set? Whatever you decide is fine with me." (**Very important-break eye contact and keep quiet**) In sales when you ask for the close you need to let them answer—the first one who speaks first is the one who buys, so let her be the first to speak)
4. She will now either tell you which set she wants or give you an objection.
5. Write up her sales ticket, bag her products, and collect her

money. Only after you have done all this are you are ready for Close #2.

The easiest way to get future bookings is to book directly from your parties. This way your customers are booking for you and bringing you new leads instead of you having to constantly get new bookings from warm chatter. By becoming a master booker at your parties your warm chatter contacts will be fill ins or dovetails because you have too many other appointments on your books. Your date book will remain full.

CLOSE #2

At this point your date book has been off to the side. It is now time to place the date book in your lap and open it to two weeks from that day. Look at your customer and say: "Mary, What we need to do now is set up a time for your check-up facial. Would this same day 2 weeks from now work for you or would another day be better?" Again, wait for her answer or objection—if she says Oh, I'd rather not—you say: "Mary I can appreciate that but it's very important that I get back with you in about 2 weeks to check your progress and make sure that the products are giving you the results you deserve. I also need to give you that new look we talked about in the party, would this day or this day be better for you?" (**break eye contact and be quiet**) Once you have her in your date book it is now time to turn it into a party.

"You know Mary I am dying to know something—if money were no object what would you have purchased tonight? If I could show you how to get those products for FREE would you be interested? Well when I come to do your check-up facial it's just as easy for me to do 2 or 3 as it is to do 1 so if you'll just have a couple of girlfriends over when I come like Suzie (the hostess) did tonight that qualifies you for some Free Product. You can have as many as 5 but you only need to

have 2-3, whichever you would rather do, but I'll help you get as much for free as possible. Sound Good?"

This is the time you hand her the Hostess Packet and explain how she can earn Free product. "I'm looking forward to helping you Mary." Now it's time for close #3.

Planting Team Building Seeds

You know those guests you are suppose to bring to Success Meetings?? Well, here is where you find them. Let ALL your guests know what is going on at the next sales meeting: Color, Sleeping Beauties, etc. Ask them ALL for permission to call them for any of these events. "Parties beget guests, follow-up, re-orders, new Team Members." It ALL begins at your parties. Work FULL CIRCLE!!

CLOSE #3

"Mary, before you go, there's just one other thing I'd love to do. At every party, I usually find someone who is sharp, energetic and fun that I want to share some Mary Kay information with—and today you are the person I have selected!! I know this may or may not be something that would interest you, but is there any reason why we couldn't get together tomorrow or the next day for a few minutes just so I can share a few interesting facts with you? I'd really value your opinion, and for doing that, I'll have _____ for you. Would (this time) or (this time) be better for you?"

"Mary when you go back in the kitchen would you mind asking Kate to join me in here, please?"

Now you are ready to go back to Close #1, 2, and 3 with each guest. Remember you have 3 Goals at Each Party to Book, Sell & Team Build and in order to do that you have to have 3 Closes Per Guest. Let's learn to work Full Circle!!

**Have FUN Booking,
Selling & Team Building!!!**

SKIN CARE PARTY CHECKLIST

- Get Guest List from Hostess
- Make pre-profile calls To guests

ITEMS TO PACK

- Profile Cards—completed and blank
- Trays/ Mirrors/Styrofoam inserts
- Disposable Facial Cloths
- Sheer Mineral Powder Foundation sample cards
- Cotton Balls
- Applicators - eye shadow, mascara
- Color Cards - Tawny for Ivory/Beige
Chocolate for Beige
Berry for Bronze
- Cosmetic Caddy with Demo Products
- Roll up Bag for each guest
- Create a Roll Up - Laminated Closing Sheets
- Hostess Gift
- Hostess Packets for guests that book
- Sales Tickets
- Calculator
- Pens
- Look Book
- Head Bands
- Product to Sell
- MK bags

NOTE :

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NOTE :

APPOINTMENT TRACKING SHEET

Month: _____

Our business is simple! ... Book → Coach → Sell → Recruit

	Hostess Name	Party Date	Date Rcvd Guest List	Date Party Held	Retail Sales Amount	# of Guests	# of IViews from Party
1							
2							
3							
4							
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