

# *Time Wise Skin Care Class*

**By Senior Sales Director Mary Gronholz**

Holding 3 skin care classes a week and interviewing the Hostess after the appointment will be the key to your success. You will be in that coveted Director suit soon!

## Packing for the Class:

Purchase roller suitcases through MKConnections (large and small one). Put Miracle Set in for each guest that has been pre-profiled, glamour, foundations, etc. Also pack the Starter Kit with trays, washcloths, demos, samples, look cards, perfume samplers, etc. Have a few extra face cases...15-20 would be ideal to avoid cleaning trays all the time. Have Hostess packets and closing set sheets along with you, too.

## Opening:

This should be memorized. Build rapport with Hostess. Arrive 20-30 minutes early for 4 Point Recruiting Plan. Set up suitcase with inventory in consultation area. Then, set up table. Fill trays. Ask Hostess questions like, "Who is coming tonight? Tell me about them. What do they do? Who might be the best at doing what I do? What about you?" "Watch me, and at the end of the class, I would like to share some info with you about our Company, and for doing so, I will give you \_\_\_\_\_ (product for free, gift certificate, etc.)" Do everything at the class!!!

Your goals for the appointment are: # bookings, #basics sold, and # interviews set up or done.

Do introductions and Satin Hands as guests arrive. Do it preferably in the living room, but the kitchen is okay, too. Be flexible. Have fun. Set a prominent place for the Hostess.

"I am so excited to be here tonight, and I am honored that \_\_\_\_\_ is sharing her friends with me. My name is \_\_\_\_\_, and I met \_\_\_\_\_ at \_\_\_\_\_. This is her 2<sup>nd</sup> facial. Give her a round of applause, because she made some goodies for us and took the time to share her appointment with her very best friends."

"Tonight, \_\_\_\_\_ is our special Hostess. But, we're not going to call her by her real name. We'll call her Queen, or Your Majesty, since she is the Queen for the evening. She is going to receive some extra special pampering tonight since

it is her 2<sup>nd</sup> facial, just like you'll receive at yours. Tell me your name, how you know Queen, what you would love to learn tonight about your skin or makeup..."

Go around table for their info.

"Now, I don't know how you got here tonight, or if \_\_\_\_\_ begged or went to a party for you recently, but I want you to have a great time. This is the #1 selling brand for the last 8 years, and you're going to love it. I am sure all of you have perfumes, body lotions, shampoos in a drawer at home that you thought when you purchased it that it was going to really work and do wonders, but when you tried it you thought, "Ugh!!!"

"Okay, \_\_\_\_\_ where is it?" (picking on one that agreed that she did have unused products)

"That will never happen with MK, because everything is 100% guaranteed. So, let's say that tonight you fell in love with a lipstick, tried it on the way home, and when you got home your husband said it was just the ugliest thing he's ever seen. If you had gone to the cosmetics counter, you couldn't take it back. With MK, you can. I send it back and am reimbursed, and you can exchange it for what you do want."

"So there are 3 things that I am going to do for you tonight. I am going to save you time since you won't have to fight traffic going to the store every time you need something. I'm going to save you money since you can try our products before you purchase it and avoid buying mistakes. And then, I am going to be your personal Consultant that will know all about you and your needs, so that if you have to go to a wedding and wear a new outfit, you can call me knowing that I know your coloring and hair color and what would look just great on you with that new outfit."

"I don't want you to feel any obligation to buy anything tonight. This is a fun night out, and \_\_\_\_\_ is getting credit for just you being here, so unfold your arms, let your hair down and just have fun. However, if you do want to purchase something tonight, I have brought some products with me, and I always take MasterCard, VISA, Discover, personal check, payment plan, and even a Husband Unawareness Plan that is so neat because they won't even know what you spent on your MK."

"We'll get started. I always like to do my Beauty Escape in 4 parts. First, I am going to tell you about our company so you will know who you're dealing with. Then, we'll do our skin care. And then, our basic glamour look. Our Queen gets a little more special look. Then, lastly, I have a survey for you to fill out while I meet with you each individually while Queen serves that dessert, and I will help

you make any selections on your products that you want to take with you tonight. But, like I said, no-guilt purchases tonight...promise me that you love it, use it the way I teach you tonight. Deal??"

Begin with flip chart. "Time for you" page.

"Free product" page..."Here's what I have going on right now. What ever you decide to take home with you tonight, you will get ½ of that amount free at your 2<sup>nd</sup> facial when you share it with 3 friends that don't use MK."

"Company" page..."This is Mary Kay, our founder. She started our company in 1963 for two reasons...to give women a career opportunity and to teach women how to take care of their skin and put on makeup. Now, I know that my mother never taught me how to take care of my skin...we all learned in front of the mirror in high school. She knew that if a woman looked good on the outside, she'd feel good on the inside, and that would reflect on her household. She wanted to create a career for women, because in the '60s, women only made about 50 cents to the dollar of a man. In the new millennium, women now are only making 70 cents to the dollar. Even though we've gone to school, gotten our education, MK just felt that wasn't fair because she wanted us to put our faith first, family second, and career third. When I started my MK business...

Tell your I-story.

"Healthy skin" page...Highlight things on the pages...10-15% will be retained...rest will be forgotten. Emphasize our technology, 5 steps to healthy skin, #1 brand...explain that Classic skin care is available, but many forget or don't have time. Therefore, MK created TimeWise skin care.

"TimeWise" page...99% smoother, 34% reduction in wrinkles...give beauty book. "Open to page 6 and 7. You'll see the TimeWise products here. This is yours. Write any comments or questions, okay? On the tube, write 'Morning and Night' on the Cleanser tube."

Turn the flip chart to the computer-enhanced photo of the skin before and after applying TimeWise. "Apply it upwards and outwards, using your ring finger around the eye area in an outside to inside direction." Make them demonstrate it with you. "Don't forget to do your throat. \_\_\_\_\_, have you been doing your throat, eye area right?"

Guests apply and remove it. Repeat "When do you do this? Morning and night!"

"Now, I have heard that actually if you don't cleanse the face before bedtime, it actually ages 13 days. You might want to write on that page 13 days to remove the dead cells."

"Turn to page 9. This is our Day and Night Solution. This is a miracle! This will improve your TimeWise results...155% smoother compared to the 99% with just TimeWise! I was just at our national convention and they shared with us basically where the wrinkles are. Look in your mirror. At age 20, there are no wrinkles. At age 25, the wrinkles appear at forehead and laugh-lines. 30, crow's feet develop. At 40, permanent wrinkles appear from your ears to your neck. At age 50, your nose, ear lobes, and your chin creases develop and deepen. At 55, your folds on your neck develop. At 60, your mouth deepens. At 65, the wrinkles overlap and criss-cross. Now, if you went to your dermatologist, you'd ask what you could do to prevent this. They'd probably prescribe something with retinoids in it, and that is what this is."

Hold up Day and Night Solutions.

"So, see, I can help save you time and money because you don't have to get a prescription for it. Use the Day Solution with SPF 15 in the morning after your TimeWise cleanser...just 1-2 drops on your face. This will protect your skin while giving it vitamins and those retinoids. Then, your Night Solution with these pink microbeads pop when they come out with fresh vitamins and botanicals released directly onto your skin. So, when you use this with the TimeWise, you'll be able to reduce the fine lines and wrinkles by 48%! You'll then look like you're just 35!!!"

"Apply the Night Solution only on 1 side of your face. I want you to feel the difference in the 2 sides."

"Moisturizer" page..."Very light. Oil-free. Will hydrate for over 10 hours. Put this on the same side as the night solution. Put on page 6 to remind yourself 'morning and night' for your moisturizer."

"Protect" page..."Now we're going to protect your skin with your foundation. This does not clog your pores, and I know a lot of people think that. Think about this...if there were 2 barns sitting on a hill...one was painted and stained, and the other wasn't...which would look better after 20 years?" "I want your face to be that painted barn. Some women are scared to wear foundation, because they know someone who has that orange line along her jaw because she guessed at her color and made a buying mistake. With MK, that won't happen! We'll put it on, make sure it is the right shade, and if it's not, we'll get it right at your 2<sup>nd</sup> facial!"

Close the skin care portion before starting with color. "2 minutes in the morning, 2 at night will give you beautiful skin 20 years from now. I want to show you how quickly this is. Put your finger in the hole that has your cleanser in it, and rub it in the back of your hand. Wipe it off with your cloth. Take the Night Solution and rub it on the back of the same hand. Put your moisturizer on there, too. Then, put a little foundation on that hand. Put some on the back of your other hand, too. Now, look at your hands. What do you want your face to look like? That (good hand) is what you want it to look like. So, use our Miracle Set."

"Now we're to the portion that everyone comes for...the glamour. But, I will tell you that your skin care routine makes you look good in 15 years, while the glamour makes you look good in 15 minutes. Remember that."

"cool, neutral, warm" page...Coordination needed. Apply cheek, eye color...hostess gets concealer, brown and black mascara (minking effect), eye and lip liners...mascara, lip color..."

### Table Close:

"Take your mirrors out and headbands off. Hold your mirror at arm's length, since that is how people will see you. This is compliment time. Tell \_\_\_\_\_ what you like about her new look and how her skin looks."

Go around table with compliments from each guest for each guest.

"\_\_\_\_\_, what do you like best?" Save Queen for last.

"As women, we can always change our hair, buy new clothes, but we can't buy a new face, so doesn't it make sense to take care of it? By using our skin care with MK, I believe it simply does the best job. So, at this point, most women ask me 3 questions: How much is it, how can I get it, and how can I pay for it? Well, you can get it tonight, because I have it with me. You can pay for it by check, credit card, payment plan, or the Husband Unawareness Plan...or you can be really smart like Queen is tonight and share your 2<sup>nd</sup> facial with your friends and earn more free stuff. Let me go through my sets. You don't have to purchase everything in sets, however, there are some benefits to purchasing sets."

### Sets:

Shimmery Tote (0578 part number)

Miracle Set= TW Cleanser, Moisturizer, foundation into netted portion of bag.

Custom compact filled, lip pencil, eye pencil, concealer, mascara, pressed powder and compact into clear pouch. Oil-free eye makeup remover, Instant Action Eye Cream, Triple Action Eye Enhancer, Satin Lips, Lip Enhancer into clear pouch.

Satin Hands into other netted pouch.

Give Opinion Poll showing all sets.

"I cannot separate the TimeWise set, which is the 3 products. Others you can separate. This is the "I Deserve It All" set. (holding up shimmery tote). With this set, you get the tote for free, which is a \$49 value! You get everything!! You get your Satin Hands Pampering Set, Eye Makeup Remover, Eye Enhancer... all of it!" Pull out Velcro pouches..."You get your color compact with your choice of eye, cheek, and lip colors, mascara, concealer, TimeWise skin care, Day and Night Solution...If you were shopping at the cosmetic counter, what do you think you might pay for this? Probably \$400-700. You're paying for advertising in magazines, rent, and labor for that girl behind that counter. With MK, we save you money, we invest in our products, and our I Deserve It All Set is only \$299. With this set, you get this tote free, which is a \$40 value, and your choice of perfume for free. The Set would really be \$391, and you pay only \$299.

"If you don't feel that you don't really deserve it all, then we'll take out the Satin Hands set, all the skin supplements, leaving the TimeWise Skin Care and all of your color without the tote, and that set is only \$199. You do get the Satin Hands set for free...\$239 value for only \$199.

"The last set is without the color, because I hope you learned that really good skin is where to start. (Tear out the color pouch, leaving just the TimeWise and Day and Night Solutions.) Your skin care is here with your Day and Night Solutions, and you get a lipstick for free, so it is a \$110 value for only \$99. The only set I cannot separate is your cleanser, moisturizer, and your foundation (taking each out of the tote one at a time.) This set is only \$49, and you don't receive a free gift with this set.

"So, whatever you take home with you tonight, you'll receive half of that in free product at your 2<sup>nd</sup> facial with 3 friends who don't use MK, when you hold it on the date that you said you would, and when you send me back your guest list so that I can mail your invitations for you. So, for example, if you start tonight with the \$199 set, you will get \$100 in free additional products at your 2<sup>nd</sup> facial when you meet those criteria I just mentioned to you. So, there is a big benefit to choosing a set tonight. What I want you to do is think of an outfit you purchased in the last 6 months, casual or dressy, and tell me what you purchased for the entire ensemble?

"How often have you worn it in the last 6 months?"

"Invest in a great skin care program and use it every day, with sweats or a suit. When you walk into your 20, 30, or 40 year class reunion, I want to make sure you're the woman that people think hasn't changed since high school. That's my job. You're going to get 3 things with MK: a 100% guarantee so you will never

make a buying mistake, your 2<sup>nd</sup> facial within 7-10 days to make sure everything is going good, and you get me to personally take care of you as your Consultant. You really can't go wrong."

"Fill out the survey on the back of your sheet, Queen will serve your dessert to you, and then I will meet with you individually. \_\_\_\_\_, I will start with you, and then I will meet with \_\_\_\_\_, and then, \_\_\_\_\_. I will meet with Queen last so that we can go over everything."

Clean up table and area. Dessert can be served at same table.

"\_\_\_\_\_, bring in your opinion poll and your beauty book (holding it up for her to see), and I'll meet you in the living room."

Bring money bag, tickets, calculator, datebook, shimmery bag.

"\_\_\_\_\_, did you have a good time? Do you like the way your skin feels? What did I do on Queen tonight that you would like to learn at your 2<sup>nd</sup> facial (write her answers on her profile). It doesn't matter to me, but what set would you like to go home with tonight...the I Deserve It All set, the Complete Collection, or was the Miracle Set more of what you had in mind?"

Await her response.

Most will start with the Miracle Set (\$99).

Fill out the sales ticket. Then, bag it right there to increase the guests' excitement. Thus, you should work with the most excited person first.

Keep a poker-face. "Great, what foundation shade did we use on you? Now, in addition to that, was there anything else you needed? Powder, mascara, etc.?" Become a buyer's assistant. Help her realize what she may have forgotten.

"Now, we need to discuss your 2<sup>nd</sup> facial. I like to do it within 7-10 days of your first one so we can see what is and isn't working. Now, is there any reason why you wouldn't want to share it with a few friends so that you can get even more free stuff? Remember, tonight, with the Miracle Set, you get an additional \$50 in free products when you share your 2<sup>nd</sup> facial with at least 3 friends and have it on the original date using this guest list (hold up the list)."

Set the date, get her guest list, which is self-addressed and stamped ready for her. Also, give her an outside order form.

"Also one of the criteria is to have \$150 in sales at your class. Most of my hostesses have that in outside orders before I even come for the class. Most people who can't come just browse through the book (Look book), so take those orders, and I will deliver them when I come for your 2<sup>nd</sup> facial."

This results in very few postponements, higher sales because they want their ½ back. Use whatever works for you. Get excited about your Hostess program!

Do the 4<sup>th</sup> point of the recruiting plan. Select someone you liked and bought the basic and above.

"\_\_\_\_\_, before you go, when I was mentioning the reasons a lot of people work with MK, like self-esteem, recognition, money, being your own boss, the car,...which were the 2 most important to you?"

Let her answer.

"I know that this is not something you would never see yourself doing in your wildest dreams, but part of my management training is just sharing the information about our company to our Hostesses. So, when I come back for your 2<sup>nd</sup> facial, is there any reason why I couldn't hang out for about 15 minutes after the class and show you more about the company?"

She'll answer.

"Great, this will really help me with my training, and I'd really love your opinion of our company. \_\_\_\_\_, could you go in and send \_\_\_\_\_ in here?"

Do next person.

3 classes a week, and 3 interviews per week...3 new Team Members per month...36 new Team Members for the year...National Court of Recruiting...

2 classes a week, 2 interviews a week...2 a month added...doing all follow-up...this works!