

CLASS 4: SELL

4 tips for success:

1- Selling is a learned skill!

- It is as honorable to sell, as it is to buy.
- Your friends and family are going to purchase beauty products anyway. It's a Win-Win!

2- You're not selling b/c you're not sold!

- What's in your purse?
- What's in your bathroom?
- What's your daily skincare routine like?

3- Words to replace

BUY, SELL, PURCHASE replace with ...

- "What would you like to take home?"
- "I teach skincare and cosmetics."

HUNDRED, DOLLARS, CENTS replace with ...

- Numbers only
- No Dollar Signs on Tickets
- "This is your total." (point + smile)

4- The Look Book

- The Look Book has so many choices & a confused mind does nothing. Do NOT pass this out at your party
- At the very end, add a Look Book to a customer's order inside her shopping bag to take home.
- Encourage them to select a "Look" to try at their 2nd appointment.



START THE PARTY



1- Ice Breaker with the Satin Set



Whose ready for some pampering? How about we start with a Spa Treatment for your Hands & Lips? It's the Satin Set!!

1st: Shea Sugar Lip Scrub gently exfoliates to soften and smooth lips, while polishing them to perfection & it taste sooo good! Rub softly or aggressively, you decide. The scrub leaves lips feeling soft, smooth & conditioned. Leave it on & we'll rinse it off in a bit.



2nd: Protecting Hand Softener preps hands for a stimulating spa experience by supporting the skin barrier & sealing in precious moisture. It's thick and comforting, created to protect cuticles prior to exfoliation, be sure to start at cuticles and then rub everywhere for some much needed hydration. It's also great for dry elbows, knees and cracked heels.



3rd: Refining Shea Hand Scrub will exfoliate the hands & it's blended with luscious shea butter. This scrub instantly reveals noticeably smoother-looking skin as it buffs away dirt and impurities and leaves hands feeling softer.

Rinse your hands and lips. This is a RACE to a SINK and FIRST one back gets 5 Tickets!! (note after they all get back --> the last person also gets 5 tickets for being kind - she let everyone else win)

4th: Shea Butter Lip Balm is formulated to leave lips feeling satiny-smooth & deeply moisturized. Watch dryness melt away as a mix of shea & jojoba butter comforts & soothes lips.

5th: Nourishing Shea Hand Cream is a satiny spa experience that provides instant relief from dryness, so hands look rejuvenated. It absorbs quickly, so hands won't feel sticky, and it leaves a protective barrier on skin for long-lasting softness.





How does everyone feel now?

My goal was to help you melt the day away with some much needed pampering. I'm glad you all feel better.



2- Welcome

Hi! My name is (NAME). Thank you for being here and for accepting my invite. My goal today is that you have fun and feel empowered about skin care!

3- What we're going to do today:

1. Today you'll receive a complete pampering facial with a daily routine for you and we'll end with a simple everyday look.
 2. Also, I'll tell you a little bit about me so I'm not a stranger to you. AND a little bit about Mary Kay the woman & the company too.
 3. I'll give you access to some exclusive deals.
 4. AND my favorite part; at the end I'm going to share with you how Mary Kay is changing my life & I would love your feedback & opinion so you can be entered in a drawing to win \$500 Cash!!
 5. Then you can take home whatever you fell in love with because I have my products here with me today.
- This is an interactive event so when you answer questions you get raffle tickets.
 - Each time you try a product that interests you, say "*I WANT IT!*" for a ticket and write it down on your beauty profile card.
 - Let's get to know each other and go around the table & say Your name? How you know the hostess? What you love about her? What you do for a living?
 - (You go last.) Share your answers to the above, share your MK Why-Story, the Mary Kay story & a little about the company. (Refer to Class #5 on Team Building.
 - Today is the first of two dates and we'll focus on skin care today because your makeup game will never be a 10 if your skincare game is a 2.





- *At the end, I'll ask you out on a 2nd date for your personal beauty edit and to get your beauty check-in, SO **if** you have fun today and love how your skin looks then I hope you'll say yes when I ask!*
- *My goal is that you never forget me or all the fabulous tips I'm about to share with you, so that you look younger longer! Ready?*

4- Eye Makeup Remover + Micellar Water

- **Q: For a ticket, when you go to sleep with your makeup on, how many days does your skin age?** 
- 7-days each night or 1-year in 2-months time!! That's why it's important to remove makeup every night.
- I use this dynamic duo. It works like sweeping before mopping, because the Makeup Remover & Micellar Water remove heavy dirt & makeup to prep skin before deep cleaning with your anti-aging cleanser.
- **Beauty Tip #1:** Do NOT rub the cotton roughly around the eye area causing premature wrinkles. The skin around your eyes ages first & the most; treat it with kindness. Apply eye makeup remover to a cotton round & press down on the lash-line allowing the product to absorb into the mascara & eyeliner to break it down. Then in a gentle motion, swipe down along the lashes for an easy removal.
- Micelles act like magnets to draw out impurities away from the skin, so you're left with a clean feeling face whether or not you're near a sink.
- **Beauty Tip #2:** Keep one in your car with cotton rounds to remove makeup on your drive home.
- **Q: For a ticket, who knows the 5-steps to healthy skin?**
 1. clean
 2. exfoliate
 3. freshen
 4. moisturize
 5. protect





Twice-daily
use of
TimeWise
Miracle Set
protects you
from skin-
damaging
free radicals
caused by
environmental
stressors
such as:

UV Rays



Blue Light



Pollution



Stress



Lack of Sleep



Diet



Smoking



- Most people don't do the 5 steps because they didn't know about them or they think they don't have the time.
- Today I'm going to show you how you can do all 5 steps in less than 5-minutes each AM and PM for less than \$1/day.
- Your skin is the largest organ on your body and your face will always be the first thing people see when they meet you.
- Today is all about feeling confident in the skin you're in.

5- Miracle Set



Today you get to use the award winning Miracle Set that works miracles for our skin! With an all-inclusive daily skin care regimen that covers all 5-steps to having healthy skin with **our patented 3D approach to anti-aging**:

- **Defend** - against age-accelerating free radicals
- **Delay** - the look of premature skin aging
- **Deliver** - visible improvement with our *unique Triple antioxidant power (like the A, B, C's)*:
 - i. (**Antioxidants**) *Resveratrol* - found in grapes; discovered by vineyard workers. Their most dominantly used hand had brighter, smoother, more even skin & less dark spots.
 - ii. (**Brightening**) *Vitamin B3* - get glowing illumination & even skin tone with this brightening super power!
 - iii. (**Collagen**) *Peptides* that contribute to youthful, resilient skin by restoring your skins natural *collagen* & *elastin* production. After 19, you loose a % of your collagen & elastin production each year!
- Each part of the Miracle Set contains THIS triple antioxidant power, for best results use together.
- Example: Shampoo + Conditioner
- If you're using a Mickey Mouse Cleanser with a Donald Duck Moisturizer- you're going to get Goofy results.
- 100% satisfaction guaranteed



6- 4 in 1 Cleanser

Question: When should we wash our face?

Twice a day; AM & PM. Maximize your time with 4 benefits in 1 simple step - Clean, Exfoliate, Tone & Brighten your skin! Removes dirt, makeup, oil & maximizes the absorption of your powerhouse skincare. Less counter clutter, less time and more results! You just finished 3 of the 5 steps, wow!



7- Microdermabrasion



- **Microdermabrasion Plus Set:** Demo on one hand only to compare the results with your other hand. It removes an entire layer of dead skin, so it's best to not have sun exposure, get rest and go to bed after the treatment.

7.1- Micro Step 1: Refine

Who wants to eliminate large or clogged pores?

Instantly eliminate blackheads, whiteheads & minimizes pore size. Use 2x's per week; not for daily use.

On ONE HAND: Apply a small drop in a circular motion. The aluminum oxide crystals are perfectly round, like your pores, so they can penetrate to the deepest layer of your dermis removing the outer layers of dead skin, revealing younger looking skin. Remove w/ wet cloth. (These lab made crystals are polished to a round finish unlike exfoliating particles in other products - making Microdermabrasion the deepest effective over the counter physical exfoliator.)



7.2- Micro Step 2: Pore Minimizer



Step 2 step restores your skins PH and closes the pores after deep cleansing, so it's very important.

Question? Flex both hands back, what difference do you see? Lighter/brighter skin w/ fewer fine lines & wrinkles.

Why? That's the amount of dead skin that came off!

How many pores do we have on our face? We're born with 20,000 pores - but we don't see them as babies because when dirt, oil, air pollution and impurities get trapped in the pores, they expand. That is why Microdermabrasion is so important minimum 1 time a week.



8- Timewise Antioxidant Moisturizer



- **Improves skin firmness while boosting hydration.**
- Re-energizes skin's healthy glow.
- Boosts hydration for 12 hours.
- Features our extensively researched and patented TimeWise 3D Complex.
- The lightweight formula absorbs quickly and leaves skin feeling soft, supple and looking more radiant.
- Reduce the look of fine lines and improves skin firmness

9- Timewise Daytime Defender Sunscreen Broad Spectrum SPF 30



- **Help protect skin and fade visible fine lines.**
- Helps delay visible signs of skin aging with UVA/UVB protection.
- Improves uneven skin tone and reduces the look of fine lines.
- Features our extensively researched and patented TimeWise 3D Complex.

10- Timewise Nighttime Recovery



- **Wake to skin that looks well-rested as the appearance of wrinkles is reduced.**
- Demo on ONE hand to compare the two hands.
- Works at night when skin is most able to rebuild its reserves.
- Nutribeads Duo burst to release fresh ingredients on the skin with each pump featuring our extensively researched and patented TimeWise 3D Complex.

11- Timewise Eye Cream



- **Improve multiple signs of aging in the eye area.**
- *Formulated to address the unique needs of the eye area.*
- *With our extensively researched & patented TW 3D Complex.*

12- CC Cream



- **Q: For a ticket, is CC Cream makeup or skin care? Skincare!**
- Easy **complexion correction (CC)** with a formula that acts like makeup and is formulated like skin care.
- So remarkably lightweight, it's naturally flawless as if wearing nothing at all.
- Instantly brightens & protects against future damage, with hours of hydration to diminish the look of blemishes & redness; this silky formula leaves skin looking healthier, younger & more vibrant.

your perfect palette
customized for you



13- Your Perfect Palette

- This must-have on-the-go compact is slim, sleek, customizable & refillable! Featuring 2 magnetized wells that hold looks that make you feel beautiful & empowered for all occasions.
- Customize yours at your 2nd date
- Pass the compact around the table.



14- Everyday Look

Concealer and/or Corrector

- Conceals blemishes, age spots & minor skin imperfections.

Shimmer Eye Shadow tool

- One stick, endless shimmer. Glide on rich, buildable color that lasts in five out-of-this-world shades.

Ultimate Mascara

- This extremely volumizing, super thickening, all-in-one formula creates the look of big, bold, separated lashes that last all day.

Unlimited Lipgloss

- This next-generation gloss glides on smoothly with no drag & delivers instant moisture. Upgrade your gloss experience with patent-pending technology that delivers a non tacky, non sticky layer of shine.





15- Compliment Time

- Turn to your neighbor and tell her what you like best about her new look?
- While they share, pack up your Roll Up Bag & clean up a bit. Be ready to share the special deals & close out.

16- The Back of the Card Game

- **Ok, flip your Customer Beauty Profile Card to the back side.** We're going to play a game and the first person to finish gets 5-tickets for the raffle.
- You're going to answer questions 6 - 10 and when you get to question 10 it says, "gift your friends a beauty experience. Please list those who would enjoy a pampering treat and share how you know them. This is for your fun-friends that you love to spend time with that you would like to share me with.
- I'm going to play a song and when the song ends, the one that has all the questions answers and the most friends listed is **ALSO** going to receive this GIFT in the middle of the table. ★
- Prep the song on YouTube, "Treat myself" by Megan Trainor ★
- On your mark, get set and go!
- **START CLEANING UP THE TABLE & PUT AWAY THE MIRRORS. PREP YOUR TRAVEL ROLL UP BAG FOR THE TABLE CLOSE.**

MARY KAY
 1. Name: _____
 2. Address: _____
 3. City: _____ State: _____ Zip: _____
 4. Phone: _____
 5. Email: _____
 6. How did you hear about Mary Kay?
 7. How often do you use beauty products?
 8. How often do you use Mary Kay products?
 9. How often do you use a facial?
 10. How often do you use a hair treatment?
 11. How often do you use a manicure?
 12. How often do you use a pedicure?
 13. How often do you use a massage?
 14. How often do you use a spa treatment?
 15. How often do you use a beauty treatment?
 16. How often do you use a beauty service?
 17. How often do you use a beauty product?
 18. How often do you use a beauty treatment?
 19. How often do you use a beauty service?
 20. How often do you use a beauty product?

17 - Table Close + Deals



- I want to thank you from the bottom of my heart for being here & lending me your face so I can complete my goal of 30 faces in 30 days!! You are directly impacting my dream by being present! So as a thank you, I'm giving you access to these *exclusive deals*.
- Who likes deals? (raise your hand and wait for them to raise their hands too.) Then raise up your demo Travel Roll Bag and say, "This is the I Deserve It All Bag, who deserves it all?" (raise your hand & wait for them to raise their hands too.)



- I LOVE THIS BAG! (squeeze & hug it) and here's why:
 - When I travel, I roll it up & put it inside my suitcase
 - When I arrive at my hotel, I can simple hang it behind the bathroom door
 - It lives in in my bathroom just like this (hold it up by the hook), so there's no counter-clutter & everything is organized.
 - The pockets are CLEAR - so I can see my products & remember to use them because out of sight is out of mind. Drawers & cabinets are NOT your friends and hide your products.
 - (RIP OFF ONE POCKET LOUDLY) Finally, the clear pockets come off. This is my makeup pocket so when I travel & it goes through TSA at the airport with ease & now I can touch up my makeup before I touchdown at my destination.
 - Ok, Who wants their BAG for FREE? Say, "Here are today's deals." - as you hand out sheets
 - *Look at the top left corner - the miracle set includes **your** cleanser, **your** day defender, **your** moisturizer and **your** night-time recovery.*
 - *On the top-right is **your** Ultimate Miracle Set - It's a Miracle Set PLUS **your** eye cream.*
 - **I RECOMMEND THE MIRACLE SET IF YOU...**
 - *Don't love the products you are currently using each day or you're on the soap and water plan*
 - *Haven't received a compliment on your skin lately or you don't feel confident in your skin*
 - *Want to try something new and risk free with our 100% satisfaction guaranteed. You have nothing to lose.*
 - *Go back to the sales sheet - top right corner*
 - *In the middle you'll see The Princess Bag and this includes everything from the Ultimate Miracle Set PLUS **your** Microdermabrasion Plus Set and **your** CC Cream plus **you** get **your** Roll Up Bag for FREE!!*



THE MOST POPULAR SETS

WHICH SET WOULD YOU LOVE TO TAKE HOME TODAY?

Miracle



4-in-1 Cleanser
Antioxidant Moisturizer
Daytime Defender w/SPF 30
Nighttime Recovery

116
(save \$12)

PREVENTION AND PROTECTION

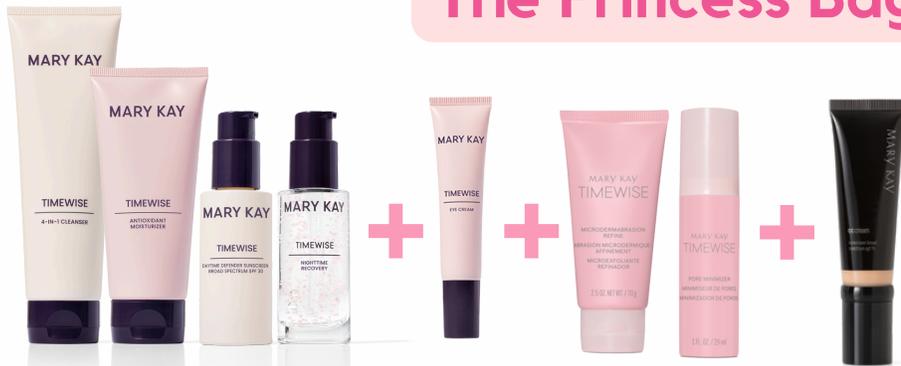
Ultimate Miracle



4-in-1 Cleanser
Antioxidant Moisturizer
Daytime Defender w/SPF 30
Nighttime Recovery
Eye Cream

149
(save \$17)

The Princess Bag



4-in-1 Cleanser
Antioxidant Moisturizer
Daytime Defender w/SPF 30
Nighttime Recovery Eye Cream
Microdermabrasion Refine
Pore Minimizer
CC Cream
Travel Roll Up Bag

249
(Save \$43)



free bag!

THE QUEEN BAG - I deserve it all!



4-in-1 Cleanser
Antioxidant Moisturizer
Daytime Defender w/SPF 30
Nighttime Recovery Eye Cream
Microdermabrasion Refine
Pore Minimizer
CC Cream
Eye Makeup Remover
Micellar Water
Concealer or Corrector
Eye Shadow Stick
Ultimate Mascara
Lipgloss or Lipstick
Blending Brush
Travel Roll Up Bag

349
(save \$69)

free brush!



free bag!



o And at the bottom, you'll see *The Queen Bag* for the woman that deserves it all. So it includes everything you tried today PLUS **your** FREE Roll Up Bag and your FREE foundation brush! Pocket #1 has **your** Miracle Set & eye-cream; Pocket #2 has **your** microdermabrasion & CC Cream; Pocket #3 **your** everyday look with **your** concealer, **your** eyeshadow stick, **your** mascara and **your** lipgloss; AND Pocket #4 has **your** Eye Makeup Remover & Micellar Water

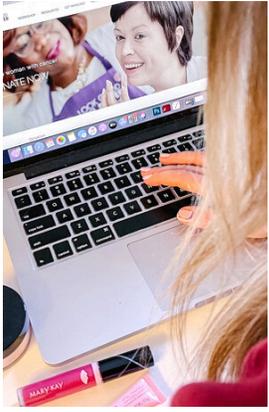
- For your shopping convenience, **your** Mary Kay girl accepts Cash, Zelle, Venmo, Cashapp and Afterpay (make your list)
- IF you need the 'hook up plan' let me know so I can hook you up and you can do a little cash, a little Visa, a little Mastercard and I can get it split it up for you so you can take it all home today.



18- Closing Questions...

- **Ok, we're gonna to do a quick little quiz.** On the back of your Beauty Profile Card, there is a pink box on the bottom left that says "For Consultant Use Only." Inside the box, write the numbers 1 - 2 (going down) & we're going to answer the questions together:
- Question #1. **(with the sales sheet)** From the deals I shared, which deal would you love to take home today: The Miracle Set, The Ultimate Miracle Set, The Princess Bag or The Queen Bag? (repeat this question)
- Question #2. For our 2nd date would you prefer to earn FREE products by inviting friends or would you prefer a ME only session? Write FREE or ME.





19- MK Opportunity + Snacks

- ***It's my favorite time, where I get to enter you into our \$500 Cash Drawing.***
 - I'm going to share how a Mary Kay business has changed the lives of thousands of women
 - Pass out the MK marketing flyer and review the 3 forms of income and the 4 reasons women start a MK Business - have volunteers read from the flyer
 - Refer to Class #5: Recruit - Multiply Your Income
- **Last chance for raffle tickets; ask the 3 questions...**
- **Pass out Opinion Forms to enter Cash Drawing**
- Que the hostess to bring snacks to the table



20 - Individual Close ★ ★

- Announce the Raffle Ticket Winner
- *It's time for shopping and eating*
- *I'll take you ONE-AT-TIME to the living room and please bring your beauty profile & opinion form with you. I have my products here so you can take home everything you fell in love with AND I'll ask you out again for our next date. So if you fell "in-like" with me today, I hope you'll say yes!*
- *"Maria, you want to come first?"* - Call the persons name that you believe will shop the most



21 - Memorize and Ask the Closing ?'s.

- *Did you have fun? (pause)*
- *How does your skin feel? (touch your face & pause)*
- *Great! I see here you want to take home a ...(Miracle, Ultimate, Princess or Queen Bag) and what else?*
- *Your total is ____ . (Point & smile at the total).*
- *What would you like to use?"*
- No '\$' on the sales ticket.
- *I see here that you want FREE products at your next appointment... you're so smart ...*
- Give her 2 options to choose from, "Would you prefer a weeknight or a weekend like today?"
- **Refer to Class #2: Book**

