

# Outline For Your Dash Out the Door Party

- Satin Hands and/or Satin Lips
- Get to table: fill out profile, fill trays, select colors
- Introductions
- Sash hostess and Explain, Virtual Makeover and Hostess Credits (hand out bucks)
- 2nd appointment game (pass the box)
- Explain Create a Roll up, Close set #9
- Cleanser and Moisturizer, Close Set #1
- Talk about being your customer and how they can support you
- Day/Night Solution Close Set #2 Miracle Set
- Basic Close
- Eye Cream
- Concealer and Foundation Close Set #3
- Take before pictures
- Book appointments & pass calendar while taking pictures
- Eye Primer and Eyesicles Close Set #5
- Lipstick/Lip Gloss
- Cheeks or bronzers Close Set #7
- Name game
- Close sets
- Individual Consultations to book, sell, recruit
- Draw for door prize from tickets
- Go to car and get products

# Opening

"I want to welcome everyone and thank you for coming. My name is \_\_\_\_\_. Tonight you will get to experience the #1 Best Selling Brand of Skin Care & Glamour on the Market today. It is our patent approved Time Wise product.

"Tonight we will be working with your Skin Care and treating each of you to a "Dash out the Door Look". We will focus on Anti-Aging and I will show you the techniques we used on YOUR HOSTESS earlier this evening. Doesn't she look great? (Place the crown on her head or boa around her neck and say) "She is our Queen for the Day"...everyone give her a round of applause. She has just applied her glamour look she selected from her virtual makeover. Tonight I will take your picture and get you inputted into our Virtual Makeover program and you will have the same opportunity to experience your personalized look at your 2nd appointment. Will each of you share what you like the best about her new look? The person who "oohs and ahhs" the loudest will get extra tickets for this wrapped gift. "Let's practice" (have hostess give out tickets). Tonight \_\_\_\_\_ is earning up to \$100 in free product. (Based on what she had done talk about the free product she has already earned and what is left for her to get full credit.)

SEE THIS BOX? Every time I say 2<sup>nd</sup> appointment you say "box" and the person who ends up with the box at the end of the show gets to take this gift home tonight.

"Does everyone have their "CREATE - A - ROLLUP? Guess what! You will experience all of these collections at your 2<sup>nd</sup> appointment (BOX) DOESN'T THAT SOUND FUN? This sheet becomes your "Wish list", and tonight as we are working through the collections you can circle any of these sets when you think: Oh I'd love to treat myself to this or I'd love to earn this or I'd like somebody to give to me as a gift. Just circle it. Let's start with our Set #\_\_ which you just tried, this is or Satin Hands and Satin Lips Collection. Go ahead and mark it if you liked the way your hands and lips felt.

# Basic Close

"Let me show you how quick and easy this is to use in the morning and evening. (Pick up the cleanser, show them a line-up of products so they can see each step and say) "What is your first step in the morning? Cleanser, then day solution, then moisturizer, and then foundation. This takes about 2 minutes in the morning. How about the evening? Cleanser, Night Solution and moisturizer. It only takes about 2 minutes. Who feels like they deserve 4 minutes of pampering each day? Plus, check out the results from using our Miracle Set. Let's see who can "Ooh and Ahh" the loudest as we call out the figures from your Look Book.

# Name Game

We are going to play a little game so you can get some MK bucks to spend on one of our sets we are working with tonight. Flip over your Create A Roll up Sheet. You will receive \$1 in free product towards any of the sets you purchase tonight, for every name, number and best feature you put down. When I call her, I will let her know you have treated her to a 45 minute pampering session, set up for a virtual makeover and a free gift from you, at no cost to you! Can you think of some people you would love to pamper and who are over worked and under-appreciated? Pull out your cell phones and let's get started. First one who fills in all 10 lines will get 5 more tickets!

# Class Close

Let me tell the 3 reasons I chose to treat myself to Mary Kay products.

First was Creative Financing.

If you really want it, we can find a way for you to have it. Although you are under no obligation to purchase anything, I do have many ways to help you treat yourself to any products you might be interested in tonight. We do accept Master Card, Visa, Discover, American Express, checks, cash and HUP, the Husband Unawareness Program. Plus you get to take the products home with you tonight!!

Second was the 100% Satisfaction Guarantee:

How many of you have a makeup junk drawer? This will never happen with Mary Kay because all of the Mary Kay products are backed by a 100% Satisfaction Guarantee. If you purchase any item and decide you do not like it, return it to me and I will exchange it at no cost to either.

Third was to support other woman in business:

When you treat yourself to Mary Kay products you help to support other woman in business. We are all Independent Contractors with Mary Kay. So when you treat yourself to Mary Kay products you are taking your consumer dollars and investing in a woman owned business. I am your step four in your skin care line. We are not looking for a onetime sale; I would love the privilege of being your consultant for life.

At your next appointment (BOX) you will get to experience more of these collections. Which are you most excited to try? Let's give our Box winner a round of applause. Remember \_\_\_\_\_, will get \$20 more dollars in free product with 2 bookings tonight.

Let's go around the table and tell me which were your favorite sets you tried today and why?

Now, here's our special for today only – You can treat yourself to any of these sets. You can pick any 6 sets for only \$299 and you will receive your 7<sup>th</sup> set at half price plus you will receive this gorgeous bag (show the bag...have them ooh and ahh for tickets) for FREE. Or you can pick any 4 of these sets and your cost will only be \$199 plus you will receive the bag for FREE. Or you can pick and 2 sets for only \$99 and remember that \_\_\_\_\_ will receive \$10 more in free product if there is at least \$200 in sales.

## CLOSET CLOSE

"Now let's put this in perspective. Think about your favorite outfit, the one that makes you feel your beautiful best. Now think about how much you paid for it. Now add all of the accessories that make it complete. Total all the items and let's see how much you spent on that outfit. Was it 99, 199, or 299? When was the last time you wore it?

## Soft Voice

"In five years, will you still be wearing that outfit? How about your face? Which makes more sense to you? Spending money on an outfit that will be out of your closet in 5 years or investing in a product that will make you feel good every day. Do this for me: Close your eyes. Picture your best friend. Open your eyes, what did you see? You saw her face didn't you? You have one chance to take care of your skin. Your friends are not going to remember you by your clothes, but by your face." Please bring your Profile Card and Create-a-roll-up sheet with you.

# Individual Consultations

Make sure they have their Profile card and Create-a-Roll-Up sheet

1. *"Did you have fun? What was your favorite part?"*
2. *"Do you love the way your skin feels?"* (Smile, nod and rub your cheek)
3. *"The first thing we need to do is set up your 2nd appointment, which of these time slots works the best for you?"*
4. *"I see you marked \_\_\_\_ sets. If we did some creative financing how can I help you take home one of the specials tonight?"*
5. *"\_\_\_\_, I am so excited we are getting together on (date) for your \_\_\_\_2<sup>nd</sup> appointment! If I could show you how to get up to \$100 in free product, would you like to hear more?"*

Hand her a Hostess Packet and quickly run through the Cover page:

- 3 pages skin care surveys
- 3 pages outside orders
- Recruiting Brochure
- Cover Sheet

6. *"\_\_\_\_, based on what you saw me do tonight, on a scale of 1-10, what would your interest level in part-time or full-time with Mary Kay be?"*

(If higher than a 2) *"Great! What about Mary Kay intrigues you?"* (Do not overcome objections at this point; just acknowledge that they are legitimate concerns.)

*"Can I give you some food for thought? I don't know if this is anything you would look at, but when I pick up the surveys could I take about 20 minutes and show you how MK could work for you and your family? It may not be for you right now but that way you could make an informed decision and you would be under no obligation and I would love to work with you."*

Hand her Recruiting packet: Company Brochure, 6 Avenues of Income Sheet, CD or DVD

# Items for Your Dash Out the Door Party

- Roll of tickets or paper cut up to use for drawings
- Wrapped gifts
- Big Money (See Unitnet Site...Dash out the Door)
- Your calendar highlighted to when you can work
- Vanilla and Bronze Eyesicles
- Full Size Lip Gloss
- Cheek color samples
- Mirrors with:
  - Styrofoam Tray
  - Mascara Wand
  - Eye Applicators
  - Cotton squares
  - Sponge Wedges
  - Customer profile cards
  - Roll-Up Close Sheets with Closing questions
  - Ink Pens
  - Sales Receipts
  - Head Band and Pony Tail Holders for Hair
  - Look Books
  - Wash Cloths
- Working Roll Up Bag with Set 1 - 9
- Foundations and Mineral Powders with Brushes
- Calculator
- Sales Tickets
- Camera