

Outline For Kitchen Coaching

- **Set table & unpack mirror bags for each guest**
- **Start 4 Point Recruiting Plan**
 1. **Ask who she has coming & a little bit about each person while you're setting up**
 2. **Do MRSCAB or some type of marketing**
 3. **Offer referral reward if they refer someone to you that joins & places an order**
 4. **Interview at least 2 people from party**
- **Neatly arrange products on table**
- **Lay out color cards or eye color samples**
- **Lay out cheek and lip color samples or full size**
- **Display 2 wrapped gifts for prize & ticket giveaways**
- **Go to sink and set up Sat in Hands & Lips**
- **Find location for Individual Consultations, have calculator, hostess & recruiting packets ready**
- **Start Private Make over with Hostess**
 - **Use 3 in 1 Cleanser on entire face**
 - **Micro-derm on one side of face**
 - **Even complexion mask on other side**
 - **Use Serum C on throat**
 - **Show Day/Night on back of hand**
 - **Moisturizer on entire face**
 - **Do complete eye look with 3 eye colors, eyeliner & mascara**
 - **Follow with blush, lip liner & lip color**
- **Coach Hostess on Sat in Hands and Lips**
- **Greet guest as they come in & have them start filling out their profile cards**
- **Hostess does Sat in Hands & Lips on guest**
- **Guest will pick out eye, cheek & lip colors**
- **Match their foundation shade & concealer, put on tray**
- **Decide skin type & put cleanser & moisturizer on tray**

Outline For Your Dash Out the Door Party

- Sat in Hands and/or Sat in Lips**
- Go to table: guest to fill out profile cards while you fill trays with cleanser, moisturizer, foundation primer, & concealer**
- Guest to select cheek & lip colors**
- Introductions**
- Sash Hostess and explain, Virtual Make over and Hostess Credit**
- Explain PMS Appointment/Box Game**
- Explain Create a Roll Up, Close Sat in Hands Set**
- MRSCAB Purse Game**
- Show Cleanser & Moisturizer**
- Show Day/Night Solution**
- Do Miracle Set Close**
- Do Hand Close (see script)**
- Do Flawless Finish**
- Show Eye Set**
- Do Dash Out the Door Set**
- Name Game & Show your Portfolio Book**
- Party Close...Go over specials**
- Closet Close**
- Individual Consultations to book, sell, recruit**
- Have Hostess take pictures while you are doing individual consultations**
- Do prize for PMS "Box" game & most 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 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 please give her a round of applause. She has just applied her glamour look that she selected from her virtual makeover. Tonight I will take your picture, get you set up for your very own Virtual Makeover and you will have the same opportunity to experience a personalized look at your Private Makeover Session (PMS 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 \$___ in free product. (Based on what your hostess has done, talk about the free product she has already earned and what is left for her to get full credit.)

Does anyone here like to play games! SEE THIS BOX? Every time you hear me say "PMS Appointment" I want you to shout out "BOX" and the person who ends up with the box at the end of the party gets to take this gift home tonight.

"Does everyone have their "CREATE - A - ROLLUP? Guess what! You will get to experience all of these collections between tonight and your PMS appointment (BOX) DOESN'T THAT SOUND FUN? This sheet becomes your "Wish list", and tonight as we will be working through the collections and 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 this to me as a gift. Just take your pen and circle it. Let's start with our Set #__ which you just tried, this is our Satin Hands and Satin Lips Collection. Go ahead and circle this if you liked the way your hands and lips felt.

MRSCAB Purse Game

Ok Ladies, are you ready to play another super fun game! You will need your purse for this one! I am so excited to share with you some wonderful facts about Mary Kay! Did you know that there are 6 main reasons why women chose to start a Mary Kay business? As I go through each one, I am going to call out a letter and you'll go through your purse as fast as you can and find something that starts with that letter! The first one who finds it will get extra tickets! Are you ready?!?!?

Miracle Set Close

Are you ready to learn about skincare! "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.

Hand Close

Do you like the way your skin looks and feels now with your skincare & foundation on?!?!? Now, let's take a look at the difference it makes when you are using Mary Kay skincare prior to your foundation. (Have guest apply the 3 in cleanser to the back of one hand and wipe off. Then, apply the moisturizer.

Now give them a dot of Anti Aging Foundation on the back of each hand to blend in. If they are Ivory or Beige, give them a shade of Bronze. If they are Bronze, give them Ivory to show the contrast. Have them put each hand side by side for a visual comparison) WOW!!! Can you see the difference skincare makes with your foundation?!?!?

Name Game

We are going to play a little game so you can get some Free Product! Flip over your Create A Roll Up Sheet. Can you think of some people you would love to pamper, who are over worked and under-appreciated? 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, a virtual makeover and a free gift from you, all at no cost! Can you think of some people you would love to pamper, who are over worked and under-appreciated? (Pull out your Portfolio Book) Let me show you my Portfolio Book that allows me to spotlight different types of women I facial! Who do you know that would like some free advertising? This would be for my Networking Portfolio or who do you know that works in the volunteer field? In appreciation for their service, I could spotlight them in my Volunteer Portfolio or maybe you know women from other states or countries and I could spotlight them in my American Beauty Portfolio. So, everyone pull out your cell phones and let's get started.! First one who fills in all 10 lines will get 10 more tickets!

Party Close

Let me tell you the 3 reasons why women treat themselves to Mary Kay products.

First is 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 is the 100% Satisfaction Guarantee:

How many of you have a cosmetic cemetery in your bathroom? This will never happen with Mary Kay because all of our 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 you.

Third is 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 directly investing in a woman owned business. I am your step four in your skin care line. We are not looking for a one time sale; I would love the privilege of being your beauty consultant for life!

Remember, at your PMS appointment (BOX) you will get to experience more of these collections! Which are you most excited to try?

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 7th set at half price plus you will receive this gorgeous roll up bag (show the bag...have them ooh and ahh for tickets) for FREE and get your 7th set for half price. Or you can pick any 4 of these sets and your cost will only be \$199 AND you will also receive the roll up bag for FREE. Or you can pick any 2 sets for only \$99 and remember that _____ will receive \$10 more in free product if there is at least \$250 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? Which makes more sense to you? Spending money on an outfit that will be out of your closet in 5 years or investing on your skin for a product that will make you feel good every day. Do this for me: Close your eyes. Picture your best friend. Open your eyes, now 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.”

I will give you some time to make your selections and then I will meet with each of you individually so _____ can get credit for you being here and answer any questions you might have. Please bring your *Profile Card* and your *Create-A-Rollup* sheet with you when you're ready .

***After Individual Consultations do ticket count up for prize give away & prize for box winner.**

Individual Consultations

(Make sure they have their Profile Card and Create-a-Roll-Up sheet with them)

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. *"I see you marked ____ sets. If we did some creative financing, how can I help you take home one of the specials tonight?"*
4. *"The next thing we need to do is set up your PMS appointment, which of these time slots works the best for you?"*
5. *"____, I am so excited we are getting together on (date) for your ____ PMS 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, Agreement and 6 Avenues of Income Sheet.

Items for Your Dash Out the Door Party

- Roll of tickets to use for drawings**

- 2 Wrapped gifts**
- Your calendar highlighted when you can work**
- Color Cards or eye color samples**
- Full Size lip glosses or samples**
- Full size cheek colors or samples**
- Mirror Bags with:**
 - Disposable Tray**
 - Mascara Wand**
 - Eye Applicators**
 - Cotton Squares**
 - Sponge Wedges**
 - Customer Profile Cards**
 - Create A Roll up**
 - Ink Pens**
 - Sales Receipts**
 - Head Band and Pony Tail Holders for Hair**
 - Look Books**
 - Wash Cloths**
- Working Roll Up Bag packed with Sets 1 - 11**
- Mineral Powders with brushes**
- TW Foundation Bags (1 each for Ivory, Beige, & Bronze)**
- Calculator**
- Sales Tickets**
- Hostess & Recruiting Packets**
- Camera**