

# Megan Chapman's Notes on Action Steps for Beauty Consultants to Book Women for Skin cycling from Pamela Shaw and Vicki Auth:

What is Skin Cycling? Skin Cycling is a new, HOT trend on Tic Toc that involves 4 days of rejuvenating your skin, Exfoliating, Retinol, Hydrate, Restore!

How do I book someone for a Skin Cycling Appointment? Start with a text and follow up with a phone call! See if the date is available and then follow up with a phone call! (Use the voice feature on your phone\_ Make a list of those GREAT clients who would hold a party for anything!

“ Hey (her name), This is (Your Name) with Mary Kay! You’re one of my greatest clients and I’m working on this new presentation called skin cycling. It’s really the rage in the skin care industry. I’m working the kinks out of my presentation; would you be willing to get 4 or 5 friends together for me to perfect this and I am gonna give you maximum hostess credit.”

(Leave with this because everyone has a right to choose what they want! Ideas are 20% of your sales go to the hostess, \$100 free— party with me, etc.)

How do I book Parties for expansion in my business with Skin Cycling? This is what it sounds like!

“Come meet some GREAT women in your community! I am teaching Skin Cycling, I ONLY have space for 5! If you want to RSVP, I serve light refreshments and you are just going to have a ball!”

Idea: HAVE A COMMUNITY SPACE IF YOUR HOME IS NOT CONDUSIVE FOR PARTIES!

Idea: PUT A CANVA OF YOU ON THE NEW MARY KAY LOOKK BOOKS INSTEAD OF FHAVING THE COMPANY QR CODE SHARING

The SLIGHT EDGE CONCEPT: Conduct a party on Thursday night EVERY WEEK: Everywhere you go, have your invitations with you! Do NOT do a one on one unless it is for someone who really wants help with her skin. Be holding your appointments in GROUPS and PARTIES!! NO NOT run around every week to do one on ones. Expansion = PARTIES!!!!!!!

## 20-100 NAMES TO CONTACT

1. **Friends who know a lot of men:** Who are the friends you know who know lots of men? If you know 20 men and you have 20 friends and they all have husbands—this is a great Christmas Gift. “The hottest trend in the Skin Care world is skin cycling!! Your wife is absolutely going to love this. It is just \$593 and you have the perfect gift! You could wrap it also and turn it into the 12 days of Christmas” (A THOUGHT: “ The Happy Husband Payment Plan—they can do it in payments of 2 if they need to for the Holiday Season)
2. **Make an Extensive List of Existing customers that you need to re-educate:** “Oops! I just learned something and I want you to be better when I get better, I want you to be better, I want to be the Best Beauty Consult in all of (town, State)! PS: They might already have a lot of these products for skin cycling (8 or so of them) and may need the remaining 3-4! Products on shelf never get re-ordered!
3. **Potential Customers:** I just learned something about skin cycling. It has been viral on tic toc. We have the most amazing products and I wanna show you how to have maximum ultimate skin.
4. **Referrals:** Send these in sample form for virtual parties!
5. **On the Go Booking:** I started Skin cycling, I would love to tell you about it!
6. **Team Building Process, for after your existing customer has tried skin cycling:** If a customer loves this, it would be wise to share this with your best customer and have 10 friends, who can be their new customers, on Skin cycling. It would sustain her Mary Kay business for life (there is no color—generates revenue)
7. **Start Skin Cycling on YOURSELF**

**12 Parties of Skin cycling = PERFECT IT**