

mary kay

pamper party script

1 CHOOSE HOSTESS

Ask a friend, family member, co-worker, etc. to be your hostess to experience a new way of trying Mary Kay products. Let her know that you will only be showing the products on the back of the hand and it allows everyone to try multiple products in a comfortable setting. Have her invite 10 or more friends to the party.

2 COACH YOUR HOSTESS

This step is very important! First, Select the date/time and coach your hostess! She will send out 3 text messages to her guests that have said "yes" to coming to the party:

- Text #1: Send 4 days before the party - "_____, thank you for saying 'yes' to coming to my Mary Kay Party, this is a Save-the-date message so you can put this date on your calendar; (Date/time) Looking forward to seeing you at the party!!"
- Text #2: Send 3 days before the party - "Hey _____ can you let me know what your favorite color because we are going to have a fun prize for you when you arrive at the MK party, (date/time)! This is going to be so much fun! Bring a friend and you will get two prizes!"
- Text #3: Send day of the party - "_____, hope you are as excited as I am to come to the MK party that's tonight at _____! We are going to have so much fun! We will have your prize(s) ready for you! Please send me a quick RSVP to go into a fun MK product prize drawing we are having tonight! Sincerely, _____"

3 PREPARE FOR PARTY

- Have the following laminated pages ready for party: 1 copy of Before/After Picture pages, 1 Prestigious Brands Comparison Flier and 5 or more MK Pamper Yourself Closing sheets.
- Sales Tickets / Profile cards (have them fill out address at the top at beginning of party)
- Couple SkinVigorate sample brushes to have guests use and pass around
- Roll up bag full of products they will sample on the back of their hand - choose products

4 HAVE FUN AND CLOSE THE PARTY WITH SALES

Have fun during the party and at the end invite guests go get snacks and pick up their color gift for coming. Then hand out the closing sheets and dry erase markers for them to circle what sets they would like to purchase. Consultant will meet with each guest individually and take orders, set up bookings and sign up any new consultants.