

parties

Everything you need to know to have a super awesome Mary Kay party!



THE SECRET TO A SUCCESSFUL PARTY EVERY. SINGLE. TIME.

SELL 3 THINGS AT EVERY APPOINTMENT:

- #1: Products
- #2: The 2nd Appointment
- #3: The Business Opportunity

Fiction: The most important thing you can learn is product knowledge.

Fact: The best way to learn about products is to use them yourself.
The most important skills you can learn are how to book from your bookings and share the opportunity.

Full circle parties will take you anywhere you want to go in this business.

1 Party Prep

"Give me six hours to chop down a tree and I will spend the first four sharpening the axe." - Abraham Lincoln

So much of the success of a party lies in your **preparation**. You will feel so much more confident at your parties knowing that you have everything that you need to be successful. If you invest the time on the front end to prepare, the party is a breeze! Here are things to focus on:

- Coaching each appointment
- Having **Goody Bags** ready for each guest with her name
- Packing your Starter Kit with each item on the attached **Starter Kit Checklist** to make sure you have everything that you need
- Filling your **Roll Up Bag** with fresh & clean products to have ready to demo and display
- Preparing your **Flip Chart** and practicing the script



2

The Miracle in the Middle

Sell the Sizzle of the 2nd Appointment

This is the **first of two appointments**. Focus on skin care at the first appointment, and book her for a 2nd Appointment where she will learn glamour. You want to sell the 2nd Appointment with enthusiasm. You will see ways to do this as you follow the Flip Chart Script. Here are two ways that we sell the second appointment:



- **Hostess Promotion** - what do they get when hosting a party with friends?
- **Brush Set Incentive** - 50% off Brush Set when they book today

You will learn how to sell the sizzle of the Hostess Promo & the Brush Set Incentive as you follow the Flip Chart. The Flip Chart will always have the most current incentives and scripts that you can use.

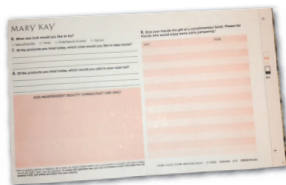
3

Close Like The Pros

Play a Referral Game

Another way that we sell the second appointment is with **Referrals!** Referrals are a GREAT way to get additional leads. They are also a GREAT way for your guest to have extra incentive to invite her referrals to her 2nd Appointment. Everything is better with friends, PLUS you leave the party with that guest list in hand. It's a win win!

There are so many different referral games that you can play. Don't be afraid to have fun with it. You will always have the script for the latest referral game in the - you guessed it - Flip Chart.



See Jane

See Jane have a party with 5 friends.



See Jane's friends play The Fabulous Referral Game & give 25 rereerrals each

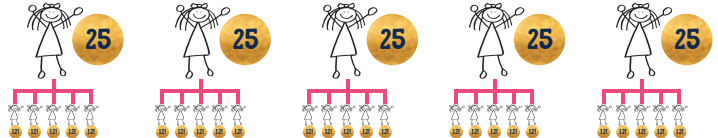


Table Close



There are two different closes that you will do at your party - one at the Table and one Individually. The **Table Close** is where you romance the Travel Roll Up Bag, show your Party Placemat with the sets and specials, and where you have them answer the 4 Closing Questions on the back of the Customer Profile Card. Practice this over and over and over. A strong close to your party is key. Just follow right along in the Flip Chart, but your goal is to have this memorized.

Always use a Sheet Set/Placemat with sets. It may seem like a good idea to hand out Look Books, but Look Books will not only lower your sales but they also show too many options. Placemats sell sets. Placemats focus on skin care & gives an incentive for them to take home multiple items. In fact, **keep your Look Books at home** so you aren't even tempted to hand them out at the party.

Individual Close



The Individual Close happens **INDIVIDUALLY** of course! **Do not ever close a sale at the table.** Instead, take each woman aside for an Individual Consultation. Start with the most enthusiastic guest first. You get each guest to the Individual Consultation by asking her:

"Suzie, are you ready to get your goody bag?"

(All goody bags are given at the Individual Consultation, not sitting at the party table. Which easily allows you to meet with each guest individually.) **During this time is where you will book her 2nd Appointment, find out which sets she wants to take home today, and book her for a Career Chat.** These are private conversations and should only be done away from the table. This allows the guest to be honest with you and for you to ask questions and be able to advise her as her Beauty Consultant.

Remember, it is your goal to **book a 2nd Appointment.** Referrals are awesome, but you would rather turn those into a party.

"Did you have fun today? Awesome! Ok, the first thing we will do is book your Custom Glam Session. I see that you want the Highlight & Contour - great choice! Tell me Suzie, do you want to do that appointment by yourself or would you rather invite your girlfriends and earn free product?"

Individual Close, Continued

If she says with girlfriends - yay! **Book a date and time within the next 2 weeks.** Take a selfie with her (more on this later) and send her back to the table with her referral list and an electronic invite that you quickly made up for her. Tell her if she texts everyone before you leave that you will have an extra gift for her at her party. Take a picture of her referrals and text it to her as well so she has her guest list. You always leave with the original sheet just in case the party falls through; then you can still contact those referrals.

If she says she would rather do it by herself, you want to try to turn it into a party. Say something like,

"Suzie, thank you so much for all these referrals.

I know you wouldn't just freely open up your phone and give me that info if you didn't love Mary Kay and if you didn't trust me. I'm so grateful. Suzie, I'm going to call these friends anyway; do you want to just invite them to join you at your session?

They will all get a goody bag like you did today and you'll earn free product too!

Most of the time she will say yes, and then you can just book her. If she hesitates, I just lower my voice and say,



"Suzie, it's totally ok if you aren't the party type of girl. Don't worry, I'm going to take great care of your friends. Let's book your session."

Take a selfie with her.

Why a selfie? When I text book the referrals I like to include a picture of me and the referring friend so that they see that I'm a normal person and that I really was with their friend. Do yourself a favor and write a description of the guest on the back of the customer profile card so that you remember who she is and which picture to text.

Be smart with your time! I book individual faces for my unit meeting or some other group glamour session that I am having.

My weekend appointments are reserved for parties. It's just my policy and I don't break it for anything. I have promised my family that if I leave them it will be worth it. Grouping all of your individuals at your meeting make it a party, and that means you have two other time slots on the weekend to hold parties. This is 3 time slots per week, 3 parties per week, and that will take you where you want to go in this business! Just imagine that each party has 10 women. You could **Power Start** every single week! That's 120 faces each month!



That's it! Your datebook is full! Your confidence has grown, you are a selling machine, your team has grown exponentially, and you are on your way to free cars and a Sales Director Suit!

Linda's Roll-Up Bag



What goes in the bag for a party?



*Items that are included in your Starter Kit.

Pocket 1

- TW 3D Cleanser (N/D)*
- TW 3D Cleanser (C/O)*
- TW 3D Day Cream (N/D)*
- TW 3D Day Cream (C/O)*
- TW 3D Night Cream (N/D)*
- TW 3D Night Cream (C/O)*
- TW 3D Eye Cream*

Pocket 2

- Skinvigate Sonic Skin Care System
- Skinvigate Sonic Facial Massage Head
- Oil-Free Eye Makeup Remover*
- Microdermabrasion Plus Set (Steps 1 & 2)
- Foundation Primer

Pocket 3

- Satin Hands Pampering Set*
- Satin Lips Set
- CC Creams* - All Shades:
(Very Light, Light-to-Medium, Medium-to-Deep, Deep, & Very Deep)

Pocket 4

- MK Naturally Skin Care Line
(Purifying Cleanser, Exfoliating Powder, Nourishing Oil & Moisturizing Stick)
- Ultimate Mascara (Black)*
- Translucent Powder*
- Nourishing Lip Gloss (Any Shade)

Optional Items to Consider

- Charcoal Mask
- 5 Liquid Foundation Brushes
- Blending Sponge
- Blending Brush
- Indulge Soothing Eye Gel
- TimeWise 3D Foundations

Skin Care Party Packing Checklist



Packing List

- _____ # of Guests
- Flip Chart*
- Black Tablecloth(s)
- Giveaways
- Profile Cards*
- Starter Kit Flyers
- Hostess Flyers / Packets
- Pens
- Agreements
- Look Book* (only one to use if you need to reference prices)
- Sales Tickets*
- Raffle Tickets
- Wedge Cosmetic Sponges
- Cotton Rounds
- Lip Gloss Samples
- Mascara Wands*
- Facial Cloths cut in half for Lip Scrub*
- Calculator
- "Tell Us What You Think" Forms



Demo Roll-Up Bag Contents



Pocket 1

- TW 3D Cleanser (N/D)*
- TW 3D Cleanser (C/O)*
- TW 3D Day Cream (N/D)*
- TW 3D Day Cream (C/O)*
- TW 3D Night Cream (N/D)*
- TW 3D Night Cream (C/O)*
- TW 3D Eye Cream*

Pocket 2

- Skinvigorate Sonic Skin Care System
- Skinvigorate Sonic Facial Massage Head
- Oil-Free Eye Makeup Remover*
- Microdermabrasion Plus Set (Steps 1 & 2)
- Foundation Primer

Pocket 3

- Satin Hands Pampering Set*
- Satin Lips Set
- CC Creams* - All Shades:
(Very Light, Light-to-Medium, Medium-to-Deep, Deep, & Very Deep)

Pocket 4

- MK Naturally Skin Care Line
(Purifying Cleanser, Exfoliating Powder, Nourishing Oil & Moisturizing Stick)
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Optional Items to Consider

- Charcoal Mask
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- Blending Sponge
- Blending Brush
- Indulge Soothing Eye Gel
- TimeWise 3D Foundations

Pack Close to Party

- Washcloths
- Demo Roll-Up Bag
- Mirrors*, Trays*, and Inserts
- Set Sheets
- Guest Goody Bags for Individual Consultations
- Inventory to Sell

*Items that are included in your Starter Kit.

For more information, click on the "Training & Info > Skin Care Party" Section on www.SharpeArea.com.

Flip Chart



Materials Needed:

- Printed Flip Chart
- Flip Chart Binder from Mary Kay (or from your Starter Kit)
- Clear Sheet Protectors

Download your Flip Chart

on SharpeArea.com

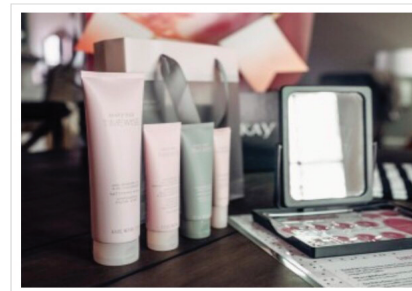
Online Training > Skin Care Class

Printing your Flip Chart:

- Full Color
- Single Sided
- Using the MK Discount at Office Depot/Max the flip chart will be approximately \$ 8 plus tax.

To Assemble:

- Take Page 1 and Page 2 put them back to back (white side against white side)
- Slide them into the sheet protector.
- Then proceed with pages 3 and 4. Follow the same step.
- Continue this until you have put all pages into the sheet protectors.
- Full video can be found on SharpeArea.com > Online training > Skin Care Party



Flip Chart

- ▶ [Assembly Video](#)
- ▶ [Sharpe Area Skin Care Flip Chart](#)



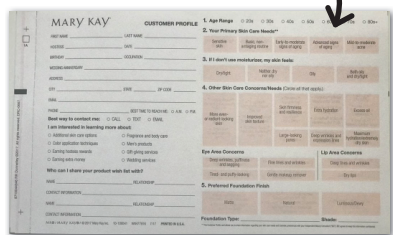
Party Guest Set Up



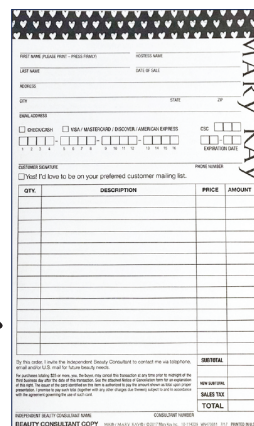
Basic Checklist

- Customer Profile Card
- Facial Cloths cut in half for Lip Scrub
- Mirror
- Sales Ticket
- Mascara Wand
- Set Sheet Placemat
- Pen
- Washcloth
- Clear Plastic Tray
- Cotton Rounds
- Tray Insert
- Lip Gloss Sample

Customer Profile Card



Washcloth



Sales Ticket

Facial Cloth (for Lip Scrub) & Mascara Wand



Cotton Round



Lip Gloss Sample



Pen

Mirror



Set Sheet Placemat

Tray Insert



Clear Plastic Tray



Party Page



Party Information

Hostess Name: _____
 Address: _____

 Email: _____
 Phone: (____) _____ - _____

____/____/____
 DATE

____:____
 TIME (AM or PM)

Step 1

Party Prep

Hostess Checklist

- Invites Sent
- Guest List Received
- Review Hostess Packet with Hostess
- Pre-Profile Guests
- Sent Goody Bag Pictures
- Arrive 1 hour before the party to set up
- Provide Guest List in 48 hours
- 5+ guests 21 & older & do not have a consultant
- \$225+ in Total Sales
- 2 Future Bookings
- Outside Sales

Step 2

Collect Guest List & Pre-Profile

Name & Phone	Tried MK?	Skin Tone Ivory, Beige or Bronze	Skin Type Normal/Dry Combo/Oily	1 Thing to Change	Notes
1) _____	_____	_____	_____	_____	_____
2) _____	_____	_____	_____	_____	_____
3) _____	_____	_____	_____	_____	_____
4) _____	_____	_____	_____	_____	_____
5) _____	_____	_____	_____	_____	_____
6) _____	_____	_____	_____	_____	_____
7) _____	_____	_____	_____	_____	_____
8) _____	_____	_____	_____	_____	_____
9) _____	_____	_____	_____	_____	_____
10) _____	_____	_____	_____	_____	_____
11) _____	_____	_____	_____	_____	_____
12) _____	_____	_____	_____	_____	_____
13) _____	_____	_____	_____	_____	_____

Step 3

Manage Your \$

Party Wrap-Up



Sets Sold: _____
 Parties Booked: _____
 Sharing Appts. Scheduled: _____
 New Team Members: _____
 Follow up on
 "Tell Us What You Think" form: _____

Goody Bag



Organza Bag



Business Card w/
Label on Back



Leigh Ann



Mint



Section 2
Hand Cream
Sample

Lip Gloss Sample



Finished!!!



Cadillac \$399

Retail Value: up to \$524

pick any 8 sets



Queen \$299

Retail Value: up to \$406

pick any 6 sets



Princess \$199

Retail Value: up to \$260

pick any 4 sets

love
your skin



\$36 value

Roll Up Bag FREE when you purchase a Cadillac or Queen Set!

Repair Set \$215

4 Sets

Miracle Set \$116

2 Sets

Botanical Set \$60

Clearproof Set \$56

Eye Cream + 1 Booster \$76

Facial Peel \$68

Multi-Masking Set \$64

Microdermabrasion Plus Set \$58

Deep Wrinkle Filler \$50

Retinol 0.5 Set \$120

2 Sets

love
your look

Love Your Lashes Set \$54

Choice of Mascara, Eyeliner, & Eye Makeup Remover

Foundation Set \$59

Choice of Foundation Primer, Foundation & Brush

Eye Patches & Under Eye Corrector \$56

love
your body

Satin Body Wash, Scrub, Lotion \$66

Anti-Jiggle Toning Lotion \$34

Luscious Lips Set \$52

Choice of Lipstick, Lip Liner, & Lip Gloss

Finishing Set \$54

Basic Color Set \$63

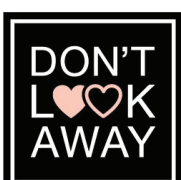
Brush Set \$56

Hello Clean Set \$36

Satin Hands & Lips \$60

Place Tray Here

Many of our products have received the Good Housekeeping seal of approval as well as many other top beauty awards.



Mary Kay is the lead sponsor of the first & only dating abuse text helpline. Text "loveis" to 22522 if you or someone you know needs help.

Our products are manufactured in Dallas, TX and are not tested on animals.

Book your 2nd appointment TODAY and get your Brush Collection



1/2 PRICE



Skin Care

1

Cleanser

2

Day
Cream

3

Night
Cream

4

Eye
Cream

5

Foundation
Primer

6

7

8

Foundation
or
CC Cream

Skin Care

1

Cleanser

2

Day
Cream

3

Night
Cream

4

Eye
Cream

5

Foundation
Primer

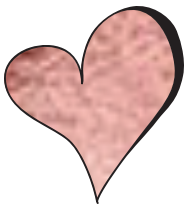
6

7

8

Foundation
or
CC Cream

80/40 hostess specials



\$40 FREE!

Receive \$80 of Product for \$40!

Qualify for this incredible offer by having 3+ guests* join you with \$200+ in sales!



Satin Hands!

Have 3+ guests* and receive our Satin Hands set (\$36 value) at 1/2 price!
Have 6+ guests* and receive our Satin Hands set FREE!



Special Gift!

Get 2+ bookings and choose from a selection of fabulous exclusive Hostess gifts!



1/2 Back Bonus!

Receive 1/2 Back for the outside orders you collect!
Example: Collect \$200 in outside orders and receive \$100 in FREE products!



*Guests must be 18 or older and new to me.



Thank you for being such an incredible hostess!
I'm excited about your beauty experience!