

COLLECTION PREVIEW GUIDE

Preparation:

Refer to the *On With The Show* page in your *Starting Points* booklet for suggestions on what to do before the collection preview.

Before the Show:

- **Arrive early to set up***
- **Coach the hostess**, if you haven't already. Ask her to help by:
 - **Greeting guests and introducing them to you at the door.**
 - **Providing assistance during the collection preview.**
 - **Assisting guests with the Satin Hands™ Pampering Set.** (You may want to give the hostess the Satin Hands™ flip card for the steps to follow.)
- **Ask the hostess** (Point one of the four-point recruiting plan.), *"Is there anyone coming today who might be interested in doing what I do? How about you?"*

As Guests Arrive:

- **Meet and greet each guest.**
- **Have guests fill out a customer profile.**
- **Assist guests with Satin Hands™ (hostess will do this).**
- **Offer guests light refreshments (optional).**

"(Guest's name), I am so glad you could make it today. We're going to have a wonderful, fun time! Before we begin our show, I'd like you to fill out a customer profile and then (hostess's name) will treat you to our wonderful Satin Hands™ Pampering Set."

Open:

- **Thank guests for coming.** *"I want to thank everyone for coming tonight. I know you are going to have fun. You'll have a relaxing evening that won't take long, yet, you'll walk away feeling pampered and impressed! Pampered because the products feel absolutely wonderful and impressed because Mary Kay® products offer amazing results using the latest technology."*
- **Thank the hostess.** *"I want to thank (hostess's name) for inviting you today." Pay her a sincere compliment.*
- **Share one-minute I-story.** *"I am _____, a Mary Kay Independent Beauty Consultant and I would like to thank you all again for coming. This Company was founded in 1963 on one woman's dream. Mary Kay's mission is to enrich women's lives, and I was drawn to this opportunity because I wanted (my own business, more time with my family, unlimited income potential, etc.). As you watch what I do tonight, consider if it might be something you would like to try. If so, let me know, and we can talk after the show."*
- **Guest introductions.** *"Let's go around the room and introduce ourselves."*

Body:

- **Preview sets sharing a key benefit of the products.** *"Now, let's get started! As I talk about these great products, please jot down on your sales ticket the ones that you are interested in."*
 - *"The first set I have to share with you is our **Miracle Set**. It will get your skin care program off to a beautiful start. Cleanse, exfoliate and freshen all in one step with our **TimeWise® 3-In-1 Cleanser** and then follow up with our **TimeWise® Age-Fighting Moisturizer** for the latest in younger-looking skin. When you use TimeWise® skin care and Day Solution With Sunscreen SPF 15 and Night Solution every day, you get even better anti-aging benefits, with as much as a 48 percent reduction in the appearance of fine lines and wrinkles. That's the average result after eight weeks of continued use."*
 - **Have guests demo the Miracle Set on their hands.** On one hand, have guests apply the products from the Miracle Set (TimeWise® 3-In-1 Cleanser; Day Solution With Sunscreen SPF 15 and Age-Fighting Moisturizer — they may sample the Night Solution on another area of that same hand) and then a contrasting foundation shade. On the other hand, have guests apply only the foundation shade. Now, ask the group to compare the two hands and ask them to comment on which looks better. It's important that the foundation be a contrasting color to the guests' skin. Pass out a facial tissue to each guest so they clean their hands, and if needed, they may use the TimeWise® 3-In-1 Cleanser to remove. You may want to ask your hostess to help you with this.

* You should arrive early to set up for the show (lay out items such as Beauty Books, copies of *The Look*, customer profiles, sales tickets, pens, etc.). Refer to the "Packing Checklist for Skin Care Classes, Facials and Collection Previews" in the *Career Essentials Success Tools* envelope for a list of supplies you may want to take to the show.

- “I am going to pass around the Miracle Set and would like for you to sample a small amount of each of the products from the set on the back of one of your hands. Next, I will send around a foundation shade and have you apply the foundation to the backs of both of your hands, pay no attention to the color. Let’s review the order of application for the Miracle Set. First, apply the TimeWise® 3-In-1 Cleanser, then wipe it off. Next, apply the Day Solution With Sunscreen SPF 15. Of course when using these products at home, in the morning you would apply the Day Solution and at night the Night Solution. You can go ahead and apply the Night Solution to another area on that same hand. Next, apply the TimeWise® Age-Fighting Moisturizer over the Day Solution With Sunscreen SPF 15. Finally, apply the Day Radiance® foundation. Now apply the Day Radiance® foundation to your other hand. Can you see the difference the Miracle Set makes? Notice how great your skin feels with the Miracle Set? While (hostess’s name) is passing out the tissues, let’s turn to the page featuring the Miracle Set in the The Look to see the results of using the Miracle Set.”
- **Ask guests to mark their sales tickets.** “If you want to purchase the Miracle Set and see how great your face could feel using the Miracle Set, simply write ‘Miracle Set’ on your sales ticket.”
- **Eye-Deal Solutions.** For this set, you’ll want to start with **Oil-Free Eye Makeup Remover**. You might ask guests to first apply an eye color to the back of their hand and then remove it with **Oil-Free Eye Makeup Remover**. Now, have them apply the remaining Eye-Deal Solutions products to another area on the back of their hands. Finally, have them compare the difference between the softness of each hand.
 - “If you have concerns about the visible signs of aging in your eye area, and don’t we all if we are over the age of 30, then our Eye-Deal Solutions Set is something you might want to consider. From soothers to smoothers, Eye-Deal Solutions treat your eyes to a firmer, smoother look. **Indulge™ Soothing Eye Mask** has botanical extracts that are reported to firm, tone and reduce the appearance of puffiness, leaving your eye area feeling soothed and refreshed. **Instant-Action® Eye Cream** helps minimize the appearance of puffiness, while helping the skin look firmer and smoother. To minimize the appearance of fine lines and to help eye color resist creasing, use **Triple-Action® Eye Enhancer**. When it’s finally time to part ways with your makeup, reach for **Oil-Free Eye Makeup Remover**.”
- **Velocity® Skin Care Set.** “How many of you have teenagers? If you don’t have teenagers, you probably know some, right? Your babysitter, your nieces. I must tell you about our **Velocity® Skin Care Set**. In this set, a teenager will find a skin care program that could not be any easier to use! The **Facial Cleanser** is one product that works like three and the **Lightweight Moisturizer** softens the skin while absorbing excess oil. And for oily skin, we have **Oil Mattifier**, a lightweight formula that dries to a natural, matte finish and controls shine for at least eight hours. And for blemish-prone skin, we have **Acne Treatment Gel** which is clinically proven to dry and clear acne blemishes and allow the skin to heal.”
- **Satin Hands™ Pampering Set.** “Don’t you just love the way your hands feel after using Satin Hands™? Well, you don’t want to go home without that set. And it would make a great gift. By using these four products in a step-by-step regimen, you can have the softest hands ever ... guaranteed!”
- **Additional Sets.** You may want to add additional sets from the Beauty Book.

Close (group):

- **Thank guests for coming.** “I am so glad you all came today! I’ve really enjoyed sharing the last hour with you. Did everyone have a great time? What did you like most about the collection preview?” ♦ “Does anyone have questions about the products?”
- **Ask if anyone is interested in hosting a collection preview.** “After you mark your sales tickets, I will go over your order with you, one on one, to see which products you have selected. If anyone books an appointment today, your hostess gets more hostess credit, but you also get an extra special gift to take home tonight in addition to free products you may earn at the time of your collection preview.”
- **Offer the Mary Kay opportunity.** “If anyone is interested in doing what I do, I would love to talk more with you and share additional information about the Company. Thanks again for coming, and I look forward to seeing you in the future. Okay, (guest’s name), let’s start with you.”

Individual Close:

- **Ask guest what she liked most about the collection preview.**
- **Review her sales ticket and customer profile** and discuss the product sets she’s interested in. Book future appointments, set up recruiting interviews and get referrals.
- **Encourage her to book an appointment** (a skin care class or collection preview) by telling her how she may earn free products by inviting a few friends to her class.

“Okay, (guest’s name), I see that you are interested in the Miracle Set and the Satin Hands™ Pampering Set. Well, those are both fabulous sets. We take Visa, MasterCard, Discover, check or cash. (Guest’s name), if you are interested in earning another set as a bonus gift, I think you’d be an awesome hostess, and I’d love the opportunity to work with you. Is there any reason why we can’t get together with a couple of your friends to have a show? Great! Let’s go ahead and schedule a time. What works best for you, beginning or end of the week? Morning or evening? How about Wednesday at 6 p.m.? Wonderful! Now, (guest’s name), I would like to call you in two or three days to see how your products you purchased tonight are working for you. What time may I call you? Good, and at that time I’ll also be asking to get your guest list. Thanks again for coming. I look forward to seeing you again and working with you as a hostess. You’re going to be fantastic!”

- **Ask if she might be interested in the Mary Kay opportunity.** *“In the time we’ve had together, I think you are the kind of person I’d enjoy working with! Owning your own business may or may not be for you, but I’d like your honest opinion of this short tape. It features stories of women who found something more with Mary Kay. Is there any reason why you wouldn’t listen to the audiotape?” (You may want to offer her a small incentive if she listens to the tape and returns it to you with her opinion.)*

Follow Up with Hostess (after the collection preview):

- **Thank your hostess.**
- **Figure how many products she earned and find out if there’s anything else she’d like.**
- **Offer her another appointment.**
- **Ask for referrals** (you might want to offer a small incentive if the referral books a class).
- **Ask if she’s interested in the Mary Kay opportunity.**

Follow Up with Guests (two days after the show):

- **Make a note in your datebook to call each new customer, within two days, to check how her products are working.**
- **Call any potential team members.**
- **If you didn’t book a skin care class or other selling appointment at the show, you can use your follow-up call to do so.**

