

## **NSD Cindy William's Simplified Skin Care Class**

(Transcribed by Darlene Rutledge) With Marilyn Schmucker's C-L-O-S-I-N-G & David Coopers Scripts for Booking & Recruiting and tidbits added from Darlene (edited by Leah Johnson: notes in red)

Would you do more if it were simplified? Here you go...Use Beauty Book (not Look book). You do not need flip chart. All you are teaching women to do is wash their face. Smile, Flip & Squirt. The most important thing you are going to do is build relationships. Greet them & shake hands as they come.

Look in their right eye! Forget all your problems and have Charisma (others focused selfless). Shine light on others and take light off self.

"Hi, I'm Cindy, thank you for coming today. How long have you known Nicole?" Fill out profile. Do Satin Hands. Do Satin Lips. Best to pick out Day Radiance Shade in Advance (see details later). Set them around table & ask questions. Do you use MK? Ever use MK?

**Use Power Sentences:** "Ladies I am so excited to be here tonight to share with you the Number 1 brand of skin care and color cosmetics in the Nation for 8 consecutive years!" Be powerful: shoulders back. Be confident. People are attracted to that confidence! "I love my product and I love my company and I want to tell you just a little bit of why because MK says there is a new consultant at every class. Who do you think it might be?" Share just a few reasons why you love what you do!

"Now, how many get *excited* about trying a product before you buy it? Doesn't that make sense to you? Have you ever taken something home from the cosmetic counter in the department store and it was wrong color; too oily; too dry? How many have a drawer of buying mistakes? That will never happen because you can try before you buy. I'm going to teach you step-by-step how to use it and then we can get together again in a week or two weeks to make sure everything you are using is right for you! If we don't get your foundation color right, we can exchange it. Mary Kay is unconditionally guaranteed. You will never be stuck with something in Mary Kay that you don't love.

**Have all products already out. Don't have them take off their eye makeup. They can pile more on over what they have or take color card home for the next day. Don't start over.** "Turn to Page 7 to try our Time Wise Cleanser & Moisturizer. Take the TimeWise Cleanser on your tray and wash your face."

**As they are rubbing in, read paragraph on page 5.** "Now you can cleanse, exfoliate and freshen as you smooth and firm your skin. Do it all in one simple, timesaving step with TW 3-in-1 Cleanser. This advanced formula contains our exclusive patent-pending complex, vitamin E and a vitamin A Derivative (retinyl palmitate), botanicals and skin-smoothing micro beads! It's great for all skin types and gentle enough to use every day!"

**Hand them a washcloth. Have them put moisturizer on, and you read paragraph 2!** "Get visible anti-aging benefits every time you moisturize with Time-Wise Age-Fighting Moisturizer. This luxurious, oil free lotion absorbs quickly, leaving the skin feeling soft, supple and always fresh. It treats you skin to our exclusive patent pending complex as well as botanicals and vitamin E. Plus it is clinically proven to hydrate for up to 10 hours. Best of all this advanced formula firms and brightens as it reduces the appearance of fine lines to restore a more youthful look!"

"How does that feel?" **(Ask while you are rubbing your face with the back of your hand).** "Doesn't that feel soft?" "Ladies, **(get excited)** look at the chart on page 4. Just using those 2 products for 8 weeks, you are going to have 99% Improved skin softness; 34% Reduction of the appearance of fine lines & wrinkles; 34% of your wrinkles gone just for washing and putting on moisturizer. Can you get excited? And 25% Increase to skin firmness! Teens don't understand this, but firmness is important! It is all falling!"

"Turn to page 6. Do you prefer cream, liquid, oil free, or cream to powder?" **Cindy says she just puts some tubes out and let's them pick. I suggest you pick the foundation before class starts to save time. Sample with Liquid Day Radiance then give them the formula they need (Formula 1 might be just a tinge darker than in formula 2). If they want cream to powder, use the color conversion chart. Doing this before the class saves so much time! And using just one formula to "stripe" color. Also if wanting cream-to-powder, you aren't opening and perhaps wasting a lot of the samples.**

"Now I am so excited! What we just finished is our TimeWise Basic Skin Care. This is the heart of our company this is why we are #1 Skin Care in America! It includes Cleanser, Moisturizer and Day Radiance. Using it every day, it is going to last you 3-4 months, depending on which of the different products you decide to use. It will cost you the price of a cup of coffee or a coke a day. **(And if you go to Starbucks everyday, it costs even LESS than your daily cup of coffee!)** It is an investment in not only how you skin looks today, but also how it looks tomorrow. The entire Time Wise System is only \$52". **(Have TimeWise Basic in vinyl bag so they can see it). YOU JUST CLOSED THE BASIC!**

"Now for those of you who want to go Beyond the Basics to use the very best product on the market today to slow down that aging process and benefit skin that's already been damaged, I want to talk to you about our miracle set. It really does produce miracles". **(Read about AM Solution (have them put on elbow)** "Day solution, you wear during the Day! "Then the Night Solution, you use when? At night! The little beads or micro beads are the vitamins. They are in capsules to keep fresh, and the capsules burst as you press the pump and only the vitamins come out."

"Look at the chart in 8 weeks **(read chart)**.... "48% reduction in the appearance of fine lines & wrinkles. Almost 50% of your wrinkles gone in just 8 weeks of using this simple product. That is why we call it the miracle set! I couldn't be prouder of this product and the results it brings.

"So the miracle set is...the TW Cleanser, Age Fighting Moisturizer and your color of Foundation, and the Day & Night Solution, and this set is only \$102!  
Wow! Can you get *excited* about that?" **YOU JUST CLOSED THE MIRACLE SET!**

"Now ladies, lets go to page 8 and look at our supplements. We have a wonderful selection of supplements. Some we will talk about privately, later, or at your check up facial. If you are extra dry or extra oily or blemish prone, you may want some extra care. **(If they are real dry, suggest Advance Moisture Treatment Cream at night. If blemishes acne treatment gel, etc.)**

"Tonight I really want to talk with you about the delicate skin around your eyes...made just for the eye area. I don't know if you realize that we do not have oil glands around the eye area, and that is why it is the first to show aging. We have products for that delicate eye area: Instant Action Eye Cream...like a little drink of water. Triple Action Eye Enhancer is primer for eye shadow...waterproofs & crease proofs; helps under eye circles & puffiness; and minimizes the appearance of fine lines." **(You are either reading about them or have them take turns reading about the products--target the ones included in the sets you are showing)**

*They can either try or just tell them. Some consultants have put eye shadow on back of hand over some triple action eye and dropped water on it to show how it is waterproof. I suggest trying this yourself. It can also be a good idea to put some eyeliner pencil on back of hand...rub it to show how great it stays and then use the WP Eye Make up Remover to remove it. This shows how great both products are and gives you a chance to show & talk about the Remover (separated for regular/waterproof mascara must shake) Best, there is no oily residue left in eyes! Remind them how great their lips still feel from using the Satin Lips products. Have them mark on sheet if interested.*

**Triple Action Lip Enhancer:** "Have problem with lipstick not staying on all day? This helps that; resists bleeding into fine lines. Now we are going to use your color card and do blush & lips...eyes if you choose we will have a Face Race...pretend you are late for work and see how fast you can get it on. **(They can put eye makeup over whatever they have on. You can give a sponge tip or hand cream sampler to first one finished! They will buy the color products if you spend too much time on color at class you will lose Basic Sales!)**

"At your 2nd facial, I will give you advanced color tips! Honestly, I am here to teach you skin care. I am not as concerned with color...how you treat your skin and the results you will see in years to come is my concern. Skin care is first...color is 2nd. If you use my skin care I will teach you everything you need to know about your color!"

**Have large compact (laptop/Color Palette-\$35) in center of table empty. (Might also have Belara Cologne and Vitamins for other options but not anything you want to sell her that night)** "If you will share your check up facial with 4 friends in the next 2 weeks (and keep the date selected). I will give this to you free and share with you how you can fill it." **You can give her different blushes, eyes, etc. for bookings, turning in guest list, outside orders. There are many booking ideas. You have to pick one that excites YOU and then you can excite them. The SHOT Method that was in the last newsletter (also on website) is good. \$75 for \$25!**

**C- COMPLIMENT TIME:** "Fluff your hair...look at yourself with the mirror at arms length. Wow! Now look at those on each side of you and tell them how great they look today"

**L - LIST OF 3** (1) Sets or Collections 2) Options of Payment 3) Delivery\*\*)

1) Sets: Again show the TimeWise & Miracle Set. Then..."How many would Love to save over \$100 on your products tonight? Could you get excited about that? Well I've got something to show you...This is our Total Pampering Package...Everything you tried tonight plus some extra things. Also comes with some supplements. Show what is in each pocket as you are pulling out the vinyl Velcro bags (same as on paper). When you pull out the one with color say: "How would you like to rip out color when traveling...and put in your purse. Then you only have to carry one cosmetic bag!"

"Our color compact won the award of year in cosmetic industry because it is so clever to replace refills; you don't throw away the compact like most others."  
(Show how you press the bottom to push out the color items)

"These first three pockets retail for \$298 but for \$1.00 more can have \$410 in product tonight for only \$299! (You may want to double-check these numbers) That's \$111.00 Savings! Can't you get excited about that much savings? Head to toe look, feel, and smell like a million, a value of \$410 for \$299 today. You can start with any products you want, like TimeWise, and add

whatever else you want; Miracle set and add what items you want OR start with them all tonight and save \$111 dollars! It is totally up to you!

2) Payment Plan: You probably are wondering how on earth can you pay for it. We have several different ways: Visa, MC/Discover, Check or even Cash with 10 forms of ID. Who's married? We even have a Husbands Unaware Plan - a little cash, little charge, a little check they have no clue! (This gets a chuckle & takes the tension out of talking \$) We do have a payment plan if you choose to take the Total Pampering Package (all four pockets) and if you have a checking account you can qualify 2 payments of \_\_\_\_ or 3 payments of \_\_\_\_\_. As long as you have a checking account, you qualify for the payment plans. If you love your product, I will help you find a way to get them. If you do not love them, I will not let you have them. A one-time sale means nothing to me. I want you to love and get benefits from them forever.

**(Consultants: only those with sufficient inventory can do the payment plan, as you don't want to give out the product without the money)**

3) Delivery: Hopefully you have a full store and will deliver the product that night. Cover yourself and say, Aren't you happy to know that you can take your products home tonight. If there is something I do not have, I will get it to you in the next 2-3 days. If you do not have product, you will say: I will collect your money tonight (or at least get 1/2 plus tax on full) and I will order and have next week (or whatever date) and will deliver (and collect the other 1/2). Of course, having product is the EASIEST way and will produce more sales as women buy on emotion and want to look like this tomorrow! ORDER product immediately. Never keep your clients waiting longer than necessary!

**O-OUTFIT ANALOGY**: "Close your eyes and go into closet. Pretend it's clean. Pick most expensive item you own. Now let's totally accessorize. Shoes, Purse, Jewelry, Belt. Now don't say it out loud, but add it up and round it off. Did it add up to 49...99...or was it closer to \$299? How many times did you wear it last week...last month? Does it still fit? Tell me does it make more sense to spend that kind of money on something you wear once or twice a month/once a year or something you wear every day?"

**S-SELECT THE SPARKLER** (the most excited or the one who has to leave first): Have her bring her beauty book and sheet showing sets\* and come with you (to a spot picked out with hostess before the class where you have left your date book products) Tell the hostess she can serve refreshments.

\*These are the 3 sets that are 3 to a sheet that you have cut (or your sheet of choice). They can use these to select products/mark color choices in beauty book...then you can write on order ticket. If they can't get all they want, you have the list for future follow up.

**I-INDIVIDUAL CONSULTATIONS**: Below eye level (give up control...can do this by lowering shoulder and tilting head, looking in RIGHT eye/during class...above eye level...in control)

I see you marked basic. Is there a reason you don't want the full set? Just basic...OK, that's a good idea. You got the cream to powder, should we add the compact and sponges and add \$10? How about mascara are you low on mascara?

**N-NEXT APPOINTMENT 25 Second Booking Approach (During the individual close)**:

"Were you as enthused about all that our Hostess can win for holding classes in the next 10 days as much as I believe you were?? Some guests get so excited that they schedule 2 classes trying to win twice as much!! It's up to you, would you rather go all out and have 2 classes so that you can win twice as much or is just one really more of what you had in mind right now? Either way will be fine with me!" (NOW BE QUIET FOR 4 seconds while you look down at her profile!)

## **G-GET THE ORDER**

**S-SCHEDULE THE INTERVIEW:** 85 Second Recruiting Appointment Approach "Suzi, there's just one more thing I'd like to say because I believe it. I believe that you could be good in MK, I really do. With the proper training, don't you believe that you could enjoy having more success and could do most of the things you just saw me do? It would only take about 20 25 minutes for me to show you how easy it is to get started and how simple it can be to help you earn an extra \$1000 or more in your 1st 30 days. Would an extra \$1000 per month part-time be helpful on a consistent basis right now? My schedule is kinda tight . . . could . . . could you stay for just a few minutes after the class or would tomorrow around noon be easier for you? Whichever seems easier for you would be fine with me!

*ANOTHER OPTIONAL CLOSING:* If you have no product, or in place of the Total Pampering Set, say "Go to page 14...number 1-7 in order of the sets you would most like to have. (Hopefully basic #1, Day & Night #2) Then say: "We have an incredible purchase special tonight. Purchase any 2 sets; get the 3rd set at 1/2price. Purchase any 3 sets get the 4th free.

Have a Perfect Class: Easy as: 1. Sell Sets 2. Book 2 Classes 3. Set an Interview Review: Go through basic...close basic; Go through miracle set...close miracle set; Explain supplements; Get some color on them; Close with the BAG; Close Individually. Done!

With the Total Pampering Set, you are only making about \$100 or so per bag, not 150, but you have her on more products in a short time for future reorders. If women do not buy the entire bag, they will pick the middle one and buy other things they want with no free product. Note: If you have items in your Total Pampering Collection that they do not want, you can exchange dollar for dollar (or they pay difference) on all things EXCEPT the Travel Bag. You only pay \$12.50 on section 2 for the bag and it is valued at \$40 retail.