

Time Wise Skin Care Class Outline

By Sherry Hanes with ideas from Nancy Perry, Pam Shaw, Sylvia Cook & Barbara Johnson

Note: Consultant should pre-profile each guest prior to the class. Be sure to ask each guest to arrive 5 to 10 minutes early for a special hand & lip treatment! Consultant should ask the Hostess for outside orders prior to the date of the class so she can bring them already packaged with product, brochures and a business card. Consultant should arrive early to set up a tray for each guest in advance. Put each person's profile card, a pen and an index card beside her tray! Allow extra time for doing a ColorSelect Look or individual glamour instruction with the Hostess prior to the guests arriving or selecting the colors/look she will be using during the class. Be sure to ask the Hostess "Who is coming today who might be good at doing what I do? What about you?" Also be sure to ask the Hostess if she already knows of someone who wants to hold their own appointment with their friends.

- Greet the guests when they arrive. (Carefully observe any comments of dissatisfaction with her life that she makes to you, the hostess or other guests such as "I'm so stressed with my JOB!" or "I'm so glad to have some adult time away from the kids!" These are women who have a need that possibly a Mary Kay business could fill!)
- Consultant takes all guests into the kitchen or bath to do Satin Hands and Satin Lips (This gets their attention quickly regarding how great our products are!)
- Have each guests take her seat at her tray. Introduce yourself and share why you enjoy your Mary Kay business. Thank the hostess & give her a small thank you gift. If this is the hostess' glamour appointment, romance the look she is already modeling or will be trying. Ask them to introduce and share something about themselves. (This will break the ice among the guests & allow you to remember their names more easily. Again listen for any hints that may have a need that Mary Kay could fill.)
- Class Opening Game: Have everyone get her purse if she does not have it with her at the table already even if she needs to go to the car to get it. (You will need a roll of tickets & a beautifully wrapped doorprize—Satin Hands Sampler or something in that price range. This will take approximately 10 minutes but it will serve 3 purposes: 1—It makes sure your guests have their purses with them, 2—It covers almost every aspect of our Company & 3—It gets future appointments and interviews for you.)

Tell everyone you are going to call out a letter and the 1st person to find an object in her purse that starts with that letter and quietly raises her hand, gets 3 tickets toward the door prize. The second person who raises her hand with a different object gets 2 tickets and the 3rd person who raises her hand with still a different object, gets 1 ticket. If you have fewer people there, you may just do 2 & 1. (So that the guests will listen, it is important that you give the letter, establish the winner and then read what the letter stands for. You could put the Hostess in charge of who raises their hand first and giving out the tickets during the game! Even more exciting you can have a small paper with all the letters and their meaning on them and just simply read it as you go! So, there is nothing to memorize!) (Note: Have them find the object and then share what the letter stands for.)

- "G" is for Golden Rule—Our company is built on this principle. We treat others like we want to be treated. So if you are here tonight and have a Consultant who is servicing you, then you may purchase tonight so that your hostess can get credit, but I won't be adding you to my customer list. Don't we wish all businesses followed this rule?
- "T" is for Try before you buy—If I opened up the drawer where you keep your cosmetics, would I see lots of "buying mistakes"? In Mary Kay, you get to TRY BEFORE YOU BUY so you know how our products look and feel. You'll know if that lipstick color is what you want and if

your foundation is the right shade. We also offer a 100% Satisfaction Guarantee on all of our products! If you purchase Mary Kay and for some reason, it doesn't work out for you, whatever the reason, you can return it and get another product or your money back. Mary Kay sends me back a new product and I destroy your used product; isn't that wonderful!

- "S" is for Skin Care—Our focus today will be letting you try the #1 Best Selling Brand of Facial Skin Care and Color Cosmetics in the US for the 7th year in a row! We are going to work with some new breakthrough, patent pending, revolutionary skin care products which will give you timesaving and visible age-fighting benefits! These products are appropriately called "TimeWise" and will perform the 5 essentials of good skin care—cleansing, exfoliating, freshening, moisturizing and protecting with just 3 quick & easy to use products! I will also be instructing you on the proper application of concealer, loose powder, cheek color and lipstick.
- "I" is for your individual consultation—I promise you that at the end of our time tonight, I will spend about 5 minutes with each of you to answer your individual questions. I have put an index card beside your tray so if you think of something, you can go ahead and jot it down so you won't forget to ask me at the end. This is the first of two training sessions that we offer you as a Mary Kay customer. The second session is your own personalized glamour training and we'll select a look especially for you and do more detailed glamour, including your eyes. You can have a couple of your friends to join you, like (our hostess) did and you, too, can earn FREE MARY KAY PRODUCTS! We'll schedule your 2nd training session when we talk at the end and if you'd like to have a couple of your friends to join you, you'll get 5 extra tickets toward our doorprize! If you choose to purchase today, you can do that when we are together, but don't worry there is no obligation for you to purchase anything. I want you to sit back and relax and have a good time. I want to pamper you and teach you more about skin care than you knew before you came. However, if you want to purchase some things, just to let you know, I take MasterCard, Visa, Discover, Husband's Unawareness Payment Plan, Checks or cash and I'll work with you on whatever you want to get. I don't want you to leave tonight with anything that you don't want but I also don't want you to leave tonight without everything that you do want!
- "W" is for Watch What I Do—Mary Kay says that at every class, there is a future Beauty Consultant! I wonder who it is at this class? What does it take to become a Beauty Consultant? Well, you have to be at least 18, be able to read, flip and squirt! I'm serious! Just watch what I do and see if you think you could do it!
- "C" is for Career Information—I don't know if Mary Kay would be anything you have ever thought about doing, but after you WATCH WHAT I DO and you decide that you would like a little more information, please let me know and I'll give you some to take home with you! I promise. . .no pressure! We don't want you in Mary Kay unless you want to be! If you do take some information home, I'll give you another 5 tickets for our drawing!

Try the Products: (This should take about 25 minutes.)

- Demo Oil Free Eye Makeup Remover. Mark on the back of your hand with an eye pencil. Take a cotton ball with the Remover on it and wipe it over the mark. Let the guests feel the back of your hand. Remind them that while we are not going to remove eye makeup at today's class, we will be doing eyes at their 2nd session.
- Have them Cleanse their face with the TimeWise Cleanser (or other Cleanser if needed) explain to them that this 3 in 1 product cleanses, exfoliates and freshens at the same time.
- Have them Moisturizer with TimeWise Age Fighting Moisturizer.

- Have them apply Foundation.
- Talk about the benefits of using the Day/Night Solution with their TimeWise Basic. Show the chart that illustrates the increase of percentages when using both. Guests may try Day/Night on the back of their hand.
- Apply Concealer in hollow under eye and on other imperfections. (Concealer can be applied under or on top of foundation.)
- Apply Loose Powder in the press and roll method with a round cotton pad and then dust off excess in a downward motion.
- Apply Natural Cheek Color.
- Apply Triple Action Lip Enhancer, Lip Liner (optional) & Natural Lipstick.
- Show that you have coordinating nail colors. (optional)

Table Close: (This should take about 5 minutes.)

- Take a moment to have them hold mirrors out at arms length to look at the total effect & have compliment time where each one gives the person beside her a compliment.
- Pass out the Beauty Books & quickly go through it.
- Pass out your Set Sheet and cover the sets you offer.
- Ask the guests to complete the Opinion Poll while you take the trash away from the table! Be sure to leave the mirrors!!! Janice Hull and her future area are getting incredible results with the the 1/2 price coupon--they are selling Miracle Sets, having at least \$175 Classes (and hostesses are collecting outside orders to ensure that they had the \$175 in sales), and they are scheduling future classes like crazy, and they are holding!! Janice teaches the consultants to have a custom compact filled, romance it along with other products and share that they can purchase these things at 1/2 price at their second appointment explaining the rules. You can also use the idea of getting the filled compact for \$1-\$20 when your class is held the 1-20th of the month and meet the other class 'requirements'

Individual Consultations: (This should take about 5 minutes per person.) (Most effective if you are sitting with them and look in their right eye.)

- Ask if anyone is in a hurry and would need to leave, if so take them first!
- Ask: "Did you have a good time?"
- Ask: "Doesn't your skin feel great?" (Put your hand on your face & smile & nod!)
- Ask: "Did you have any questions about what we went over today?"
- Look at her Opinion Poll to see which set she has checked. Then say in a low soft voice: "____, I see you are most interested in the ____ set. Is that what you'd like to start with today?" Be quiet and let her respond. If she says that is what she'd like but can't do that today, say "I understand!" Then go over your payment options to see if there is anything that can be worked out. If not, say "Why don't you take a minute and decide what your budget would allow you to take home. It's up to you, I'll work with you in any way I can." Be quiet and look away while she decides. Whatever she says, say "That's a great choice, ____--would you like to add that (lipstick, mascara, or whatever she hasn't bought that you knew she liked); keep on adding an item until she says "no". Then again confirm her choice, "____, I think you'll be happy with your selection." Then write her ticket.
- Ask: "____, what would you specifically like to learn at your personalized Glamour Training that we didn't do today?"

- Say: “____, I prefer to schedule your Glamour Training within the next 2 weeks as we’ll build on what we did today and I always like to make sure that the products you are taking home today are working for you. Can you think of 2 to 3 friends that you feel would enjoy joining you as that would put me in a position to give you some great FREE product as a thank-you for introducing me to some new people and I will give you 5 more tickets for the doorprize drawing? When would be best for you—the first part of the week or the latter? ___day or ___day? ___time or ___time? Great! Let me give you one of our ‘Look Books’ and an outside order sheet because I can give you some credit for anyone who can’t attend who places an order with you.”
- Say (if you think, she’d be a good consultant) “____, just one last thing. Did you watch me tonight? Have you ever given any thought to considering a Mary Kay business for yourself?” Whatever the answer say: “I think you’d be great because _____. It is obvious to me that you are intelligent woman and you would never make a decision without hearing about it first. This may or may not be for you, but would you listen to this short 10 minute tape on the way home and read over this brochure and let me call you tomorrow to see what you think? If this isn’t for you, at least you’ll know what it’s about and you could be a Talent Scout for me! I give \$50 in free products to anyone who recommends someone who becomes an active consultant with Mary Kay. PLUS, I can give you another 5 tickets toward the doorprize drawing!” “Great, what time tomorrow would be best to catch up with you?” (Note: If you think she is seriously already interested, go ahead and set up a time tomorrow to get with her for about 30 minutes to answer her questions!)
- When you have completed the individual consultations with all the guests, work with the Hostess to spend her credit. Be sure to schedule her glamour session if this was her first appointment. Be sure to talk with her about the career opportunity! Thank her for being such a great hostess and introducing you to her friends! Let her know you will be adding her to your mailing list to get free gifts with purchase and inviting her to special events!