

13 STEPS to a SUCCESSFUL PARTY with AIP!!!

*AIP (Agreement in Purse OR Activity! Intention! Passion!)

*Two words that MOVE you UP: Power Start!

Call to BOOK, Coach to HOLD, Close for RESULTS!

Isn't it worth making the time to BOOK AND COACH in order to SELL AND RECRUIT!

1. UPON ARRIVAL

Do Satin Hands on the GUESTS and MATCH the foundation of the HOSTESS! *have the color card and samples (eye liner, mascara, lip liner, lip gloss) at the hostess seat in a goodie bag!

2. THANK EVERYONE

Have guests fill out the front of the customer profile card as they arrive

Thank Hostess for having party and opening up her home

Thank Guests for coming: Say: *"This is the first of 2 APPOINTMENTS: Our hostess _____ will be getting her personalized color makeover TODAY and you'll receive your color at your next apt! _____ is receiving her CUSTOM COLOR COMPACT MINI FREE TODAY (*show it) for having at least 4 guests!!! Yay!!!"*

3. HAVE EVERYONE INTRODUCE THEMSELVES (Ask: "Tell me about you.")

4. TELL YOUR "I-STORY"

Transition: *"Mary Kay always said that there is at least 1 person at every party that would be a great consultant so throughout the evening be thinking if that could be you! I'm looking for 3 types of women: 1) customers that love our products 2) at least 2 people that will book a party and 3) women who are looking for some extra money, something fun or to change their lives!"*

5. MARKETING BAG: These items represent all the reasons why women choose to get started in MK!!!

M-Money: unlimited earning potential (50% profit on sales—website, on the go, look book, facials, parties (BEST!). Team building commissions earned when you have your first team member. Tax benefits, deductions (we recive a 1099)

R-Recognition: Praise and recognition. Jewelry. Awards and prizes earned (over \$6 million awarded in diamonds last year) Trips around the world you can earn at the Director level.

S-Self Esteem/Socialization:

C-Cars: Free cars you can earn in Mary Kay! Consultant: Cool White Chevrolet Cruze and 85% of your car insurance for you and your spouse OR \$375 cash each month. Director: Black Chevrolet Equinox, Toyota Camry, Ford Mustang and insurance OR \$500 cash each month. Pink Cadillac Level: Two options (CTS/SRX) and insurance OR \$900 cash each month. National Sales Director: ANY Cadillac and 100% insurance OR \$1,400 cash each month.

A-Advancement: NO Glass ceilings

B-Be Your Own Boss: Gold first priorities (God, family, career) Mary Kay takes a gamble on us—90% buyback guarantee.

Transition: *"Did you all learn something NEW you didn't know before about Mary Kay?"*

#1 best-selling brand of skin care and color cosmetics for 16 years in a row!

100% money buyback guarantee!

Share Look Box...5 Steps to Good Skin Care (cleanse, exfoliate, freshen, hydrate, protect)

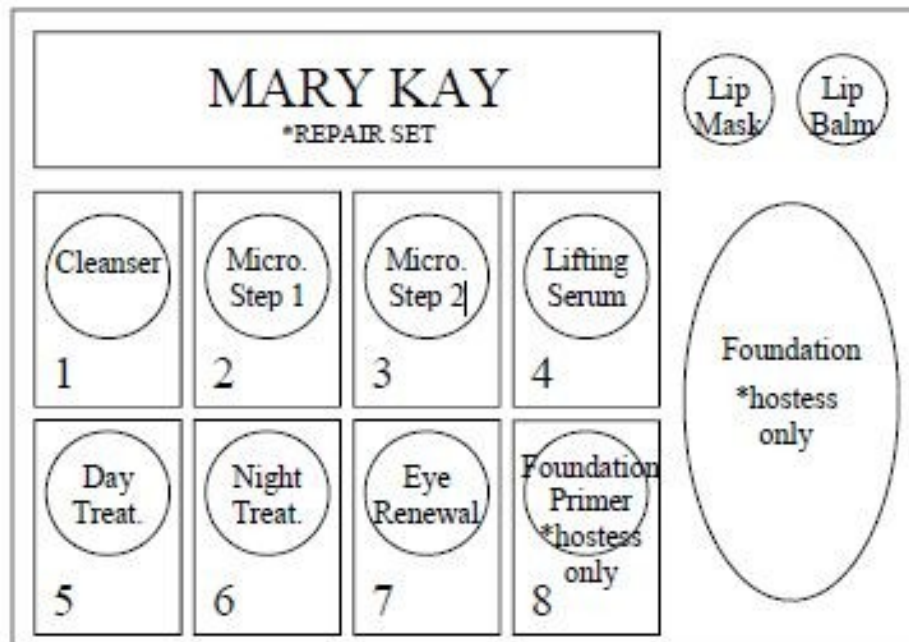
Explain our 4 Sets of Skin Care (TWR, Miracle Set, Botanicals, Acne Fighters)

Today we are going to try...Botox or the Box!!

Have pictures of Linda Toupin & others before & after to display & pass around

6. START FACIALS

Have guests wash their entire face and ask them to do the rest of the products on only half their face so they can see and feel a difference at the end.



7. GET REFERRALS

While the LIP MASK sits...say:

"The lip mask needs to sit about 2-3 minutes so if you will turn over to the back of your CUSTOMER PROFILE card and grab your cell phones. There are 7 blanks to write down the names/numbers of those who you think would enjoy a free facial! I'll give you 2 minutes to do this while the LIP MASK sits and whoever has 7 FIRST gets a GIFT and the MOST REFERRALS (more than 7) gets a GIFT, too!" (*time 2 minutes) Then finish the FACIAL with the LIP BALM. Don't worry...if you're girlfriends say "No", we say "Next"

8. HOSTESS COLOR MAKEOVER!

(guide hostess through her makeover—5 minutes) *while hostess is applying color you can give a few tips as she is applying so the guests can learn)

8. HOSTESS COLOR MAKEOVER! (guide hostess through her makeover—5 minutes) *while hostess is applying color you can give a few tips as she is applying so the guests can learn)

9. COMPLIMENT TIME: Go around the table and ask everyone: What do you love most about your skin? Hostess: What do you love most about your look? Guests: What do you love most about our hostess's look?

10. ROLL UP BAG CLOSE

SHOW your ROLL UP BAG full (pockets come off, hang, etc)

Say *"I LOVE this bag! I think EVERY girl needs this bag and if you want to take it home tonight just the way I have it, I have two specials...the first is "The Queen of Everything" for \$299 OR "The Princess of Quite-A-Lot" which what a lot of people do for \$199, and you leave the 4th pocket with me. Now before you make a decision...I want you to know of an offer I keep only for my Hostesses. If you purchase any of our 4 Skin Care Sets and book with your Consultant tonight...YOU get your FREE Custom Color Makeover AND get to shop at the 1/2 PRICE STORE! All you have to do is share your appointment with 4 friends. Now quickly I want to review the Skin Care Sets with their special..."*

"VoluFirm-aka "The Box", \$199 and you get the Microderm you tried earlier 1/2 off!

**The Miracle Set, \$90, and you get our Serum C at 1/2 off!*

**Botanical Effects, \$58*

**Acne Fighters Set, \$42"*

11. SHARE TIME: HAND OUT the NEW! TEAM BUILDING BROCHURE: (or starter kit flyer with Applause Article of Angie, Krista and Angela)

Share how you are looking for women that love people, love our products, value our priorities of God first, live by the Golden Rule, will work to increase their financial situation, love to help others WIN, who are teachable/oachable and willing to learn. Show the brochure: STARTER KIT (how to get started), CAREER PATH (how to move up), CARS (options)! The visual is great!

12. TELL US WHAT YOU THINK

Have guests write their interest level between 1-10 in top right hand corner of customer profile; pick them up and do a prize drawing!

13. CLOSING INDIVIDUAL CONSULTATION: *MOST IMPORTANT!!!

Ask: *"Did you have a great time? Does your skin feel great? Great! What would you love to take home?"*

A. Sell--guests what they want to take home (say: *"Ok, what else?"*)

B. Book--the guest for her color makeover/party with her friends (say: *"When would you like to get together for your color makeover...do you prefer a weeknight or weekend?"* *always give 2 options and select a date/time) Then give hostess postcard and mark down date of party!

C. Recruit--If a 1-4 on her form: (see below)

If a 6-9 on her form: SAY: *"I see you put a 7 on your form..."* (see below)

If a 10 on her form: SAY: *"I see you put a 10! YAY! I'm so excited for you to join me!!"* Give her the agreement to fill out and ask her what she is most excited about!

*If a 1-9 is considering joining but wants more questions/concerns answers THEN schedule training/follow up call with Sales Director within 24-48 hours or attend weekly event!

D. Marketing Postcard, Applause Article of Krista Warner, Angie Day & Angela LaFerry and Starter kit flyer ready to give to any possible recruits.

Make sure you have headbands and agreements on hand!

AIP!!! How to have AIP (agreement in purse!) at the end of the PARTY!!!

Ask potential team member:

(if she put a 1-4, but you are impressed with her)--With the proper training, could you ever see yourself doing what I did tonight?

(if she put a 6-9)--What was it about tonight that _intrigued you_ to think about Mary Kay for yourself?
(Find out her ___why___?)

--Have the brochure that shows the _____ CAREER PATH_____. KEEP IT SIMPLE Where could she see herself: making ___extra money, earning a FREE _car___, or possibly becoming a _Director_?

--What _____ questions_____ or _____ concerns_____ would you have about getting started _TODAY_?

This is where you will get objections (an ___objection_____ is simply a ___question_____ disguised)

***If you can learn to overcome objections, you are likely to sign a new team member --walking away with AIP!!! 95% of objections are wrapped up in these 6!

OVERCOMING OBJECTIONS:

1) I am just too busy!

Question: If I can teach you how to make \$200 a week working only 3 hours a week, could you find 3 hours? OR Ask her about her current schedule for a week and suggest some times maybe she could plug MK in to some slots. (sprinkle Mary Kay in to our everyday lives!)

2) I'm just not the sales type!

Question: Great! **Would you believe that 90% of Mary Kay women aren't the sales type.** We look for women that can simply teach other women how to feel better about themselves through skin care and makeup...or even by sharing this incredible opportunity and impacting their lives! **Would you agree that every woman buys skin care and makeup from somewhere?** Why not buy the #1 best selling product from you. I believe now days, we don't get service like we should, and b/c you will provide a great service to your customers, they will even have another reason to buy from you! *If you are concerned about being pushy, would you agree that women wouldn't want to come back to us for more if we had that approach? I love providing great service to women!

3) I really need to talk to my family or husband!

Question: Great! What do you think your husband will say? Great...why don't we go ahead and fill out your agreement and if for some reason he has any questions, I will be more than happy to answer them, and then if he still says no, then we can tear up your agreement and you can remain a great hostess.

4) I don't know that many people!

Question: Do you know 1 person that could be a face for you? If I can teach you how to turn 1 person into all the other people you will ever need to know...would you be willing to learn?

5) I don't have the money!

Question: Do you have access to a credit card? OR If I can show you how to earn \$100 in 2 weeks, could you find someone that can help you get started?

6) Just not now...not a good time!

Question: If you were to do Mary Kay, what would be your reason? (find out their why and overcome the objection). If I promise to hold your hand and teach you how to do this, what would keep you from getting started today? Offer a signing bonus!

The key thing is once you have overcome the objection...don't stop there!

Ask: "Is there any reason why we can't get you started today?"

"13 STEPS TO A SUCCESSFUL PARTY WITH AIP"

Goal: 2 new bookings, \$400+ in sales, 25 referrals and 1 new team member at EVERY party!

Isn't it worth making the time to BOOK AND COACH in order to SELL AND RECRUIT!

If you prefer to do a Miracle Set Class below is the tray layout. The rest of the outline is the same.

