

# *Party Cheat Sheet*

When preparing for your skin care classes, make sure that you have your starter kit stocked with catalogs, sales tickets, party sheets, mirrors, clear plastic trays, mascara wands, cleansing cloths and eye shadow applicators.

Arrive at least thirty minutes early to set up trays and coach your hostess. Set out a prepared tray, a party sheet and a pen at each seat.

Tray Setup:

Bucket 1: TimeWise 3D Cleanser (normal/dry)

Bucket 2: TimeWise 3D Day Cream (normal/dry)

Bucket 3: TimeWise 3D Eye Cream

Bucket 4: Foundation Primer

Top Right Buckets: Satin Lips Scrub (left) Satin Lips Balm (right)

Large Oval Bucket: Charcoal Mask

Bucket 5: Undereye Corrector

Bucket 6: CC Cream

Bucket 7: Beach Blonde Eye Shadow

Mary Kay Bucket(at the top): Mascara Wand

\*\*\* You will want to match foundation later and wait to fill the undereye corrector and cream eye shadow as it will dry out before you get to it. Also, wait on the charcoal mask because it will dry out as well. Each tray will need a cleansing cloth that is to be moistened right before the party begins.

As guests arrive, have them get seated and start filling out the top portion of the Party Sheet.

## Skin Care Class

1. Have everyone introduce themselves paired with a fun fact, or how they know the hostess.
2. Introduce yourself, tell your I-Story
  - a. Name/how long you've been in Mary Kay
  - b. Day job/what you did before Mary Kay
  - c. Why you joined
  - d. Biggest accomplishment so far
  - e. Goals...where are you headed in this business?

### 3. Eye Makeup Remover.

Have everyone try even if they don't have on any eye makeup, because we all get dirt and bacteria in our lashes daily. They could also have some leftover mascara on from the night before. Use an eye makeup remover versus a cleanser because skin is thin and delicate around the eyes. It also shows the signs of aging first.

#### 4. Begin Skin Care

##### a. 4-1 Cleanser

Bucket 1, Apply in an upward motion and use your wet wash cloth to wipe it off when you are finished. This product can go right on a dry face without splashing water.

(1) Removes complexion-dulling impurities, (2) leaves skin feeling clean, (3) exfoliated and (4) looking brighter.

##### b. QUIZ: At what age do you think women start to age? {17}

##### c. Satin Lips Scrub

Apply all over lips. This has a sandy feeling, takes off dead skin so lipstick goes on smoothly and lips appear to have more natural pigment.

##### d. Satin Lips Balm

Apply after wiping off scrub with wet cloth. Stay away from products that you have to apply repeatedly. Always use lip balm from a container that lets in the least amount of air and bacteria!

##### e. Charcoal Mask. Apply with fingers or cosmetic sponge, focusing first on the T-zone. Activated charcoal absorbs double it's weight in impurities, and will pull blackheads and oil from your pores. Helps to minimize acne and blemishes. Allow to dry for 10-15 minutes.

Fabulous Game while Charcoal Mask is working. Have them write down:

- Women you think would enjoy a free facial plus a \$15 gift card for product.
- Don't prejudice, some women don't wear makeup because they've never been taught.
- Texting rule. We will not harass your friends.
- Over 18 and somewhere within driving distance of your location.
- Each person gets a \$15 gift card to spend on product.

After the game is done, have them wipe off the charcoal mask with their wet cloth

##### f. TimeWise 3D Day Cream

Apply in an upward and outward motion. By day, this moisture-replenishing cream provides broad spectrum UVA and UVB protection to help delay the visible signs of aging. It re-energizes skin's natural, youthful glow and helps improve the look of fine lines and wrinkles, giving the look of more even skin tone. Moisturizes for 12 hours.

##### g. TimeWise 3D Night Cream

Guests will not apply this, but can try product on back of their hand. The night cream works while skin is most able to rebuild its reserves(while you sleep). It re-energizes skin's youthful glow and helps reduce the look of fine lines and wrinkles, giving the skin a firmer look. Awake to skin that looks healthier and feels more rejuvenated. Moisturizes for 12 hours.

##### h. TimeWise 3D Eye Cream

Apply using ring finger under the eye, on the brow bone, and to the side of the eye where crows feet can occur. This eye cream helps improve the

visible signs of aging and fatigue, including the appearance of dark circles, undereye puffiness, fine lines and wrinkles.

QUIZ: What are the 4 things that damage your skin besides the sun?

Alcohol, tobacco, not sleeping 8 hours, and caffeine.

Most of us are not willing to change these habits so we NEED to take care of our skin with a great skin care regimen. Explain how the entire skincare system works together to fight these things that do damage our skin.

Cleanse, day or night cream, eye cream.

## 5. Glamour

### a. Foundation Primer

This helps fill in the pores without clogging them. It helps keep dirt and bacteria out which leads to breakouts. It also helps keep chemicals out that will age you more quickly. Overall it helps your foundation go on smooth and stay on longer! Helps with shine and blemish control as well.

### b. Under Eye Corrector

We use a salmon color because it's the opposite of purple. Bruising happens when we aren't careful around our eyes. Your ring finger is the weakest, so use it around all around the eye area.

### c. CC Cream

Match based on guests skin tone. This product will adjust and match the skin tone of the face perfectly. Only five shades that match up to 20 different skin tones each. It's a tinted moisturizer, so it feels like a moisturizer, but still covers like a foundation.

### d. Cream Eye Shadow, Beach Blonde

Do not put in tray too early or it will dry out. Use your ring finger and apply to the eyelid from lash line up to the brow. This has a primer in it so it will stay on all day and not crease.

## 6. Offer Second Appointment

Dash out the door is a simple skincare and makeup routine. We love to show customers more of what we offer by booking a second appointment, either spa or color.

## 7. Share the Mary Kay Opportunity!

You will want their full attention for this!

\$100 Starter Kit (100% refundable if MK isn't for you)

Bag itself is worth \$100 compared to designer hand bags.

Comes with \$450 in full size product and business/party supplies.

If you are a bargain shopper, this is a no brainer.

Since we don't have quotas or requirements the worst case scenario is you get your starter kit and then decide Mary Kay is not for you - you're stuck with a cute bag and products you can use on your own face.

How we make money is simple.

We buy products for half price, sell it for full price.

Share an example: Susie buys a charcoal mask from me, pays \$24,

I order it for \$12, I put \$12 in my pocket.

Reference a good party, sharing what your sales were and your profit.

With no quotas, you can do as little or as much as you want. Some women simply join to get their own products 50% off and sell to friends and family.

Partner with my Sales Director and create a plan that's perfect for you.

You may only want to make \$100 a month, maybe \$1000, or even \$10,000. It's up to you. Whatever your goal, we will create a plan that's perfect for you and that supports your dreams.

Share my story if you want to!

Have them turn their sheet over and begin filling it out. Mention that there is a question on the bottom asking if they'd like more information about Mary Kay. Tell them if they are even a little bit interested to mark yes and that you will buy them coffee to share more - but please let them know they can be a decision maker and get their kit ordered immediately.

#### 8. Mascara

Dip their wands for them to prevent double dipping. Show them that they need to put the wand in and twist rather than pumping it up and down. This lets the least amount of air and bacteria into the tube.

#### 9. Travel Roll Up Bag

\*Share that some women like to purchase all the products they tried at the skin care class, so we started packaging everything in our travel bag for them.

\*Name all the products included, because most women will only remember the last three things they tried.

\*Open it up and show the hook, how it swivels and that the pouches are removable.

\*After product is out of the boxes, it will fit in the top two compartments.

\*If they were to buy the products over time, they would spend about \$250, but when purchased together, we take it down to \$199 and offer payment plans.

\*Bag is also customizable, so if they want to swap products from the catalog they can.

\*Pass out catalogs and sales tickets, then personally close out each guest.

## 10. Personal Close

Ask each guest:

Did you have fun?

What did you choose for your second appointment?

Select tentative date on the spot.

What was your favorite part about tonight?

Depending on if she starts talking about product or about the business plan, you will either sell product or recruit her at this point. If she marked a yes, always mention that and ask her what questions she may have. If she has no more questions or hesitations, you need to ask her to order her starter kit on the spot. If she will not join on the spot, book a coffee date for the next day or so to answer more questions.

Ask for the sale: Find out what her favorite products were, and what she wants to take home TODAY! If price seems to be an issue, offer a payment plan or a small discount if you can.

Remember to be yourself and simply have fun! The products will sell themselves! Your job is to simply present them and the opportunity like Mary Kay Ash asked us to do. If you mess up, no one will know - you're the consultant! Fake it till you make it and make all your dreams come true with this business!

You will want to prepare Travel Roll Up Bags before your party, try to bring one for each guest - you will sell them if you have them on hand. Make sure you have eye makeup remover and charcoal masks with you. It may be wise to bring extra shades of cream eye shadow and CC Cream, as well as various skincare sets, different types of mascara, etc...

What comes in the Travel Roll Up Bag?

- TimeWise Miracle Set 3D
- Foundation Primer
- Under Eye Corrector
- Satin Lips Balm & Mask
- CC Cream (color of customer's choice)
- Beach Blonde Cream Eye Shadow
- Ultimate Mascara