introduction

WHY MARY KAY MIGHT NOT WORK FOR YOU?

Because I am not disciplined enough to stick to a schedule
Because I feel the pressure to financially make a certain amount of $.

The only way to fail in Mary Kay is to not consistently hold parties / get in my head.

YOUR WILDEST MARY KAY DREAM IS...

Take my family on an all expense paid yearly trip fully paid for by Mary Kay and owe no one any $.

3 SECRETS TO SUCCESS

1. There are no secrets.
2. The Mary Kay way works. Trust the process.
3. Work the numbers.

Directors Work with 2 Groups of People New People (8 wks) and Key People

WHO ARE KEY PEOPLE?

1. Attend meetings weekly
2. Hold appointments
3. At MK events
4. On training calls

Our love in unconditional, but our time is not.

4 HABITS FOR SUCCESS

1. This is a business, treat it like a business.
2. This is a business, I will return your calls, if you will return mine.
3. This is a business, I will match my time with your efforts
4. This is a business, if you want to be successful, training is essential.

Another Great Habit for Success is to be positive

Professionalism [def.] : The way you conduct and carry yourself with your appearance, attitude, words, punctuality, attendance, etc...

INCOME PRODUCING ACTIVITIES OR IPA 'S

1. Book
2. Coach
3. Sell
4. Recruit

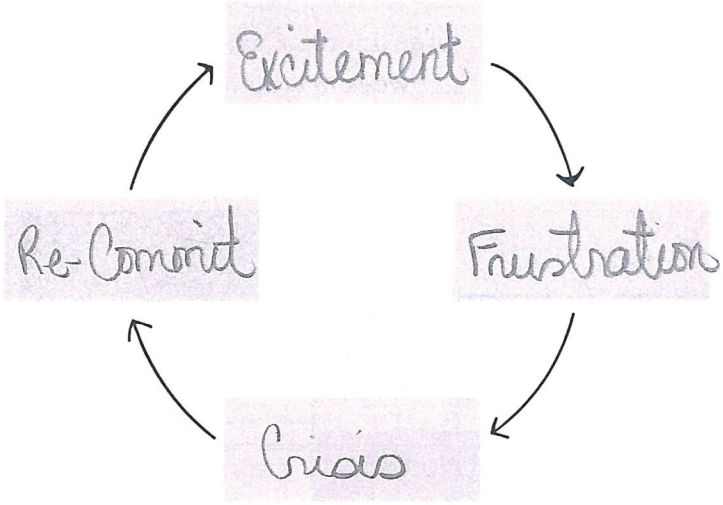
THE PERFECT SKIN CARE CLASS

DRAW IT INSIDE THE BOX

Sell 3 Miracle Sets + Book 3 2nd Dates + Complete 3 Marketing Surveys

"WHAT YOU SEE DEPENDS A LOT UPON WHAT YOU ARE LOOKING FOR".

consultant life cycle



4 ANNUAL EVENTS

1. Leadership/January Jumpstart (Winter)
2. Career Conference (Spring)
3. Seminar (Summer)
4. Fall Retreat (Fall)

There is 1 common denominator among every successful consultant & director determination !

1 MINUTE TAKEAWAY

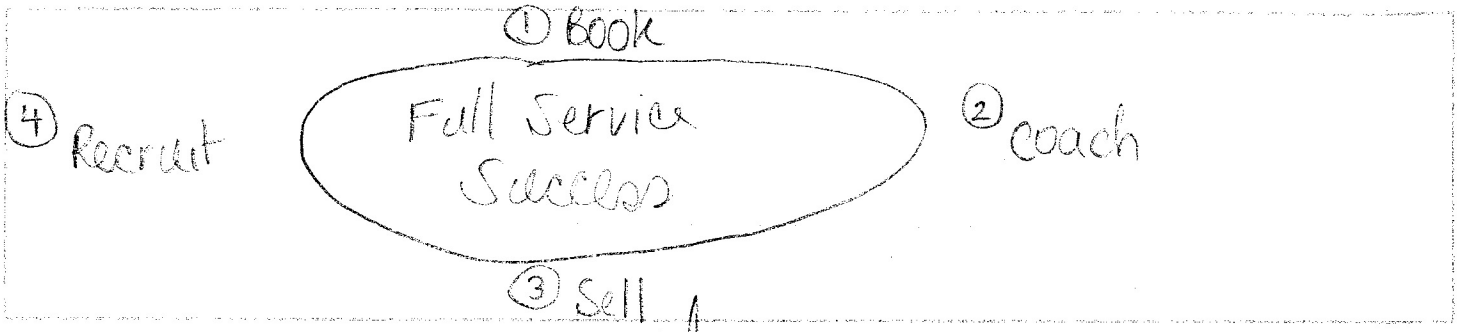
What jumped out at you in this lesson? How can this affect your story? going back to basics.

Assignments

1. Pull out Calendar Fall Retreat Oct 27-28 Onl
2. Complete WAS (Weekend Saturday)
3. Each day visit your imagination

class 2 | book

DRAW A FULL-CIRCLE DIAGRAM IN THE BOX



Auri's tips & scripts

- Booking is the lifeline to your business. Don't flatline!
- Be intentional about success. Block your MK time inside your datebook with a pink highlighter.
- Imagine that every time you write in your datebook, it's like writing in your checkbook.
- Booking is a mindset and your thoughts predetermine your outcome.
- People can hear your smile and energy over the phone.
- ***"A booking a day keeps the 'scarries' away!"***
- Don't take it personally & learn to take the emotion out of the equation.
- This Business is mathematical, not magical; learn to work the numbers.
- Don't stop when you're hot, keep going because people can hear the confidence in your voice.
- Professionals memorize scripts, amateurs don't. (Decide.)
- Practice your scripts in an outloud voice, practice in the car during traffic hour, in the shower, with your pet, etc. Where else can you pracitce?

car, quiet studio, quayside spa

- Find a great place the book, like your car! Have your supplies with you at all times; datebook, MKU manual with scripts, pencil, phone & charger.

the law of averages

Book 10, Hold 5.
Book 8, Hold 4.
Book 3, Hold 1.

A great script will have 3 parts

YOUR WHY, YOUR GOAL AND YOUR DEADLINE!

1. YOUR Why

This cannot be world peace or something generic. Must be specific... i.e. live debt free, save for a down payment, my daughter's wedding, finish my master's program, stay home with my baby, etc.

2. YOUR GOAL

This is your Mary Kay activity goal of 30 practice faces in 30 days to complete your training for this month. Your goal is 30 new faces every 30 days in order to grow a business.

3. YOUR DEADLINE

This will create urgency ! Breakdown your goal into weekly milestones, for example:

"I only need 5 more this week and I would really love to count on your help, what are you doing tomorrow after work? [Smile!]"

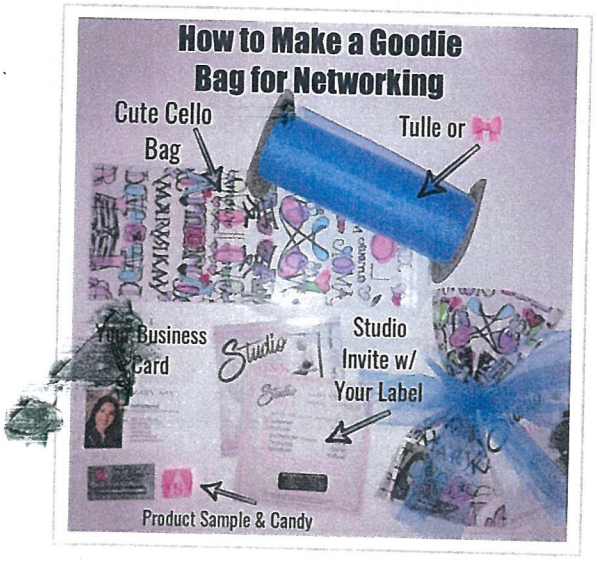
3-PART SCRIPT EXAMPLE

"My new Mary Kay business will help fund my family's summer vacation and I have a huge goal to complete my 30 practice facials and I only need 5 more this week, can I count on you to lend me your face please?"

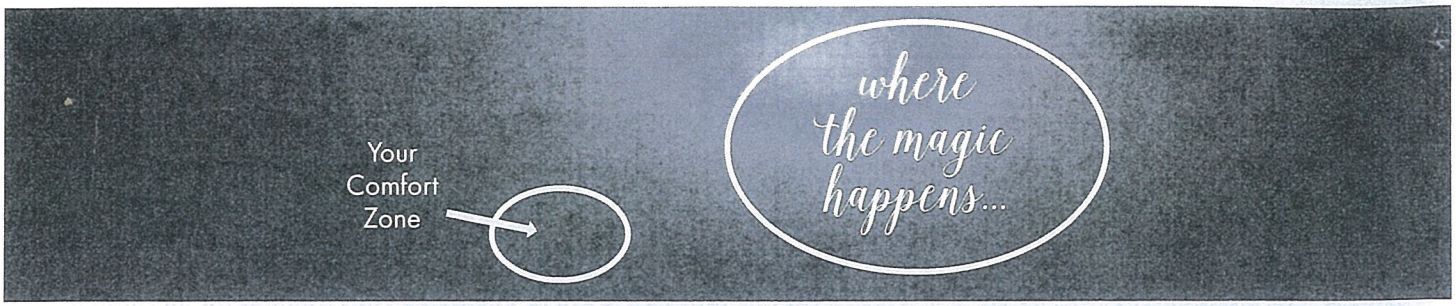
1 MINUTE TAKEAWAY

What jumped out at you in this lesson? How can this affect your story?

3 part script and the importance of creating urgency



3 ways to book



A. YOUR CIRCLE OF INFLUENCE [def.] – The people you know.

Create your pretend wedding list (front cover of MKU manual)	• Memorize the PowerStart Script P.10 • Download the free "Red Stamp" app to send invites	• Make Calls • Ask in-person • Send Text with invite	• Book A Facial • Pick a Date • THEN ask her to invite 2 friends

B. BOOK FROM YOUR APPOINTMENTS – The key to growing a successful business.

BE PREPARED: • Pink-out your datebook • Expect the 2nd date	• Memorize the Party Close • Memorize the Individual Close	• Remind the hostess she gets 20% of sales with 2 bookings • 7 times during the party say "2nd date"	• At the individual close book her "2nd date" • Party Guest List on her profile card

C. NETWORK – Taking advantage of an opportunity to meet new people & make new contacts.

BE PREPARED: • Look like a beauty consultant • Download the DRIVEN App for on-the-go invitations to your weekly meeting	Things that are always with you: • Your MK Pin • Goodie Bags • Product Samples with your product label	Memorize Script(s): • Customer Referrals • Regular Life • Networking Events	• Book her facial • Present her with the invitation or goodie bag

SOCIAL MEDIA GUIDELINES

Before you begin promoting your Mary Kay business through Social Media, be certain to read Mary Kay's Social Media Guide available at ***www.marykayintouch.com*** Resources Menu /Legal tab. Failure to abide by these guidelines may result in a violation of your beauty consultant agreement, which may result in the termination of your beauty consultant agreement.

When in doubt, ask. Call the Mary Kay Legal Dept. or your Mary Kay Sales Director.

A. YOUR CIRCLE OF INFLUENCE [def.] – The people you know.

POWERSTART SCRIPT [CALL]

Hi Martha, I'm so happy you answered because I have some really exciting news to share with you! I'm really proud to announce that I started a new business **[insert you Why statement here]** *and I'm now a beauty consultant with Mary Kay. I have a challenge to finish 30 practice facials to help with my training, so I immediately thought of you of course. Can I please borrow your face – I just need _3_ more for this week?*

[Pause & quiet – just wait for her response]

1. Yes
2. No
3. No Answer

CHOOSE A DATE

Yay! Thank you! You're so awesome!
Ok, I work my business on Tuesday night, Thursday night or Saturday morning...which one works best for you?

[Pause & quiet – just wait for her response]

Perfect, I've got you down in my calendar for next Thursday @ 6:30pm at your house!

OVERCOMING OBJECTIONS

[Pink Pages in the back]
p.16

FOLLOW-UP TEXT [IF NO ANSWER]

Hi Martha! I have some really exciting news to share with you! Can I call you?

magic happens here!

TURN A FACIAL INTO A PARTY

Ok, so can I ask you for 1 more favor?
My goal is 30, so which 2 friends can YOU please invite to help ME reach my goal faster?

[Pause & quiet – just wait for her response]

SEND HANDWRITTEN THANK YOU CARD

Martha, thank you so much for helping me reach my goal! I just knew I could count on you! You've always been such a great friend! I can't wait to see you next Thursday @ 6:30pm. I so appreciate you! Your friends are going to love it!
Living the Dream, Auri

GUEST LIST AND INVITATIONS

She says...Yes! OR...
Let me check with my friends & I'll get back to you.

[With excitement and gratitude in your voice]

Ok, thank you so much! Who do you want to ask?

[Pause, wait for names]

Ok, let me text you a cute invite that you can just copy and text to them. When they text to RSVP with me, I have a fun gift for helping me, ok? I can't wait to see you next Thursday and hopefully they can make it and if not it'll be just the two of us.

Note: your script is the same regardless of her response

Download the FREE App "Red Stamp" to make invites
Google Mary Kay Makeover Images for fun pics to insert

B. BOOK FROM YOUR APPOINTMENTS – The key to growing a successful business.

Expect the **2nd date** and say "**2nd date**" 7 times minimum.

AFTER SATIN HANDS AND BEFORE THE SKIN CARE

*Today is the **first of 2 dates**, and we'll focus on skin care because as much as we all love makeup, makeup doesn't solve our problems, it just covers them up beautifully. So today, we'll focus on your skin looking more radiant and youthful and the next time we get together, I'm going to do a check-up-from-the-neck-up to make sure everything is working perfectly and we'll also put a fun color look together for you. So your **2nd date** is totally customized just for you, ok?*

AFTER FOUNDATION AND BEFORE DASH LOOK

*Before we put on some makeup, I want to show you a few of the special products you'll be able to try at your **2nd date.** This compact was ergonomically designed to fit perfectly in the palm of a woman's hand. This compact has the same resin as a Toshiba laptop and it's scratch resistant but not smudge proof. Although the compact looks black, it's actually green because every product inside is replaceable; conserving our earth's precious resources. When you run out of one shade simply pull the lever and it pops out of this magnetic bed. Inside it also holds your choice of a lipstick or a lip-gloss as well as your on-the-go touch-up applicators. This compact is completely customized just for you, so be sure to answer the questions on the front of your profile card that ask about your hair color, face shape and eye shape, ok? Have you ever done your makeup and half way through the day it completely fell off? You probably thought 'what a waste of time'? Well, that's what eye primer is for; it helps your eye color stick and stay true to color all day long. I'm going to demo this on my hand so you can see how it works, and you'll be using this at your **2nd date.** Ok, do you ever get raccoon eyes after a day of wearing eyeliner? If so, at your **2nd date** you will try our waterproof eyeliner.* **[Demo on top of your hand]** *See how smooth it glides on? You will also play with our Professional Makeup Brush Set ... so we're going to have lots of fun. At your **2nd date**, you can earn some of the products that you fell in love with today. Simply share your appointment with 3 girlfriends and you receive $75 of Mary Kay products for just $35!!! Your free product credit can just get bigger from there. That's my thank you for lending me your face and helping me reach my 30-facial goal and for sharing your friends with me at your **2nd date.** Ok, so you ready to put on some makeup now?*

Group of 3+

Facial of 1-2

AFTER DASH LOOK
THE PARTY CLOSE SCRIPT

Play the back-of-the-card-game: *Well, it's compliment time. Tell your neighbor what you like best about her new look. [If at a facial, tell her what you like best about her new look and then ask her to share with you what she likes best about her new look.] I just want to thank you again for lending me your face & helping me reach my goal of 30-practice facial! Wasn't that so easy? and fun too right? Ok, so we're going to play a game now. Turn your customer card over and on the back there is a pink box and right above it there are 4-questions. We're going to play a game & see who can answer all the questions the fastest and the winner gets 10 tickets for the raffle. Ok, so here are the rules: everything filled out completely, so nothing left blank, wait until I say 'go!', stop when the song ends & the last questions says, 'Give your friends the gift of a pampering session.' So, these friends that you list here can be invited to join you at your **2nd date.** That helps me reach my goal of 30 practice facials, that's how YOU earn the FREE Mary Kay products you love, & your helping yet another woman feel more beautiful by gifting her a pampering session. So when you get to this question, you can use your cell phone – that's not cheating, ok? So think of friends that you love to spend time with, women you love and admire, women that make you happy and women that could use some extra pampering time. You can even write names & numbers in the pink box too ... as many as you can. Ok, everyone ready? The most friends listed when the music stops gets 10-tickets. On your mark, get set ... GO!*

[Play a fun upbeat song. Clean up the table. Encourage them to keep listing friends. Prize the winner with tickets.]

AT THE INDIVIDUAL CLOSE [AFTER CLOSING THE SALE FROM QUESTION #1

I can't wait to get together again with you for your ***2nd date.***
Do you prefer this week or is next week more like what you had in mind? **[Pause and wait for her reply]**

Ok, next week I will be working my Mary Kay business on Tuesday night, Thursday night or Saturday. Which would you prefer? **[Pause and wait for her reply]**

For Saturday I have a 10am opening and a 2pm opening, which would you prefer? **[Pause and wait for her reply]**

Perfect! I have you in my calendar for next Saturday @ 10am. Here is an appointment reminder card.
[Simply use the back of your business card]

Question #2: Me

Then you stop here and refer to 'Networking Script #1' in purple to proceed.

Question #2: FREE

Then continue below.

QUESTION #2: FREE

Well, Martha it says here that you would like 'FREE' that day. You're a smart one and I'm honored to partner with you. My goal is that you get as much free as possible, to make you and your girlfriends feel like a million dollars and to do all the behind-the-scenes work for you, ok? So this is super simple, I'll send an invitation via text to the girls you listed here on your customer card and when they RSVP via text to me I have a gift personalized for them. Here is a sample invite of what I send. **[Show her on your smart phone].** *You automatically receive $75 of the products you love for just $35. So my job is that 3 of your friends say yes, so I make that text message super cute. So let's just review your list here really quick so I know everyone. Maris is your? BFF. Sonia is your? Cuz. Annette is your? Mom-In-Love (MIL) Perfect! Anyone else you would like to add to make sure you max out your hostess credit and make it more fun?*

Send to the hostess

SEND HOSTESS HANDWRITTEN THANK YOU CARD

Martha, It was so great to spend quality time with you. I want to thank you again not only for lending me your face for my 30-practice-facials goal to kick-start my business but also thank you for inviting your friends to your 2nd date. I can't wait to meet them all and make them feel like a million bucks. I'll see you Saturday @ 10am and your friends should arrive around 11am to see your 'new look" I so appreciate you! Everyone is going to love it!

Living the Dream, Auri

Text invites to her guest list

C. NETWORK – Taking advantage of an opportunity to meet new people & make new contacts.

1. Friends listed on the back of the Customer Profile Card – when no party is booked
2. Contacts you make during 'regular' life
3. Contacts you make at a networking event

1. FRIENDS LISTED ON THE BACK OF CARD (WHEN NO PARTY IS BOOKED)

Hi Annette! This is Auri and I'm friends with Martha and she asked me to call you because recently she had a pampering session that included a facial & hand spa treatment and she ***absolutely loved*** *it & so Martha is gifting to you the same exact pampering session and I'm just calling to schedule your appointment. Do you prefer a weekday or weekend?*

1. Yes
2. Not Interested
3. No Answer

CHOOSE A DATE

Ok, I have weekday appointments available on Tuesday night and Thursday night ...which one works best for you?

[Pause & quiet]

Perfect, I've got you down in my calendar for next Thursday @ 6:30pm at my Studio Pink!

After you choose a date send a text with a picture of her handwritten thank you card.

DELETE CONTACT

That's ok thank you anyways. I really appreciate your honesty ... it's refreshing. Have a great day!

[Put a line through her name]

FOLLOW-UP TEXT [IF NO ANSWER]

Hi Annette! This is Auri & your friend Martha just gifted you a pampering session that includes a facial and hand spa treatment. I called to schedule your appointment - feel free to call me back or reply via text.

TURN A FACIAL INTO A PARTY

So I have to tell you Annette, that it's always more fun with some girlfriends. That's actually how I met Martha. She was invited to her friend's group pampering session and she loved it so much that she wanted to gift one to you. Also, I have a huge goal to finish 30-facials & makeovers this month and I only need 7 more this week to stay on track so anyone that can come will really be helping me reach my goal. So, who do you know that would love or deserves some pampering?

[Pause and quiet. Just wait for her response]

GUEST LIST AND INVITATIONS

She says...Yes! OR... Let me check with my friends & I'll get back to you.

[With excitement and gratitude in your voice]

Ok, thank you so much!

[Pause, wait]

Ok, let me text you a cute invite that you can just copy and text to your friends. When they RSVP to me via text, I have a gift for them, ok? I can't wait to see you next Thursday and hopefully some of your friends can make it and if not it'll be just the two of us.

Note: your script is the same regardless of her response

Download the FREE App "Red Stamp" to make invites
Google Mary Kay Makeover Images for fun pics to insert

2. DURING NORMAL 'LIFE' SCRIPT

It was so nice to meet you Barbara! Before I leave I really want to give you this goodie bag with a sample and an invitation to my beauty studio for your facial and makeover. I have a huge goal to reach 30-practice facials and I would just LOVE to borrow your face please? **[Pause and wait for her response]**

1. Yes
2. I'm Not Interested
3. I'll Let You Know

CHOOSE A DATE

Awesome! Thank you so much. I work my business on Tuesday night, Thursday night or Saturday morning. Which works best for you?

[Pause & wait]

TAKE BACK THE GOODIE BAG

That's ok thank you anyways. I really appreciate your honesty ... it's refreshing. Have a great day!

[Talk while retrieving your goodie bag from her and smile.]

TAKE BACK THE GOODIE BAG

That's ok if you're not interested, I totally understand. Have a great day!

[Talk while retrieving your goodie bag from her and smile.]

HER CONTACT INFORMATION

Great, I have you down for next Thursday @7pm at my Studio Pink. Ok, I'm going to send you a text you so you have my contact information. What's your number? **[Break eye contact and look down at your phone ready and waiting to send her a text message. Pause and wait for her reply]**

Ok, did you get my text?

[Wait until her phone receives your message]

AFTER YOU CHOOSE A DATE TEXT HER A PIC OF A HANDWRITTEN THANK YOU CARD

Barbara, thank you so much for helping me reach my goal of 30-practice facials. I so appreciate you! It was great getting to you know you. Can't wait for your appointment on Thursday @ 7pm. Will be lots of fun [and I know your friends are going to love it too!]

Living the Dream, Auri

TURN A FACIAL INTO A PARTY

So I have to tell you Barbara, that it's always more fun with some girlfriends. Do you have some friends that you would like to invite to be pampered?

[Pause and quiet. Just wait for her response]

GUEST LIST AND INVITATIONS

She says...Yes! OR...
Let me check with my friends & I'll get back to you.

[With excitement and gratitude in your voice]

Ok, thank you so much! **[Pause and wait]**

Ok, let me text you a cute invite that you can just copy and text to your friends. When they RSVP to me via text, I have a gift for them, ok? I can't wait to see you next Thursday and hopefully some of your friends can make it and if not it'll be just the two of us.

Note: your script is the same regardless of her response

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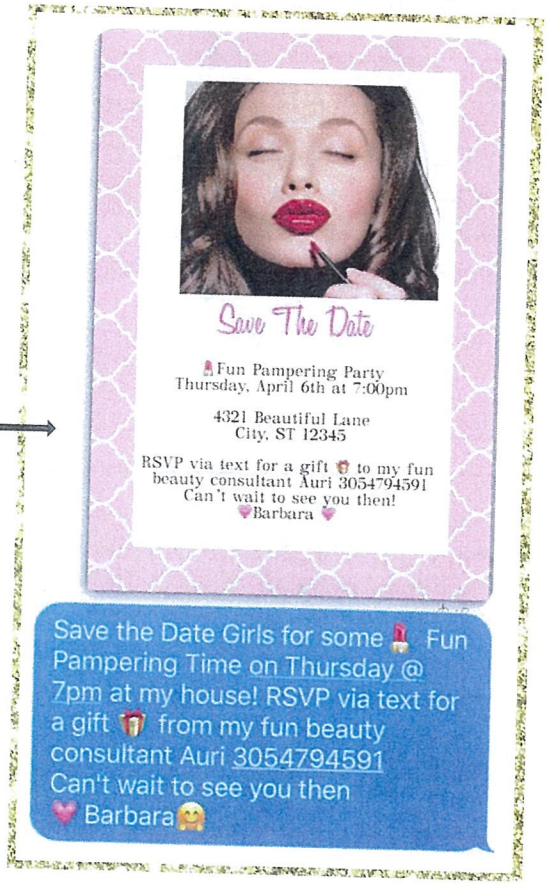

3. NETWORKING EVENT TEXT SCRIPT

Stacy, this is Auri from the Wedding Expo, you stopped by our table. Letting you know you won our ultimate free pampering package with a color makeover & gift certificate for free makeup. Congratulations!! Text me back to make sure I have the right Stacy.

[Wait for her reply] *Can I call u 2 give u the details?*

1. Yes

2. I'm Not Interested

SCRIPT FOR CALL

Stacy, I'm sure this is the craziest call you've gotten all day but let me tell you what you won...It's a three step treatment for your hands, a sugar scrub lip mask and Shea-butter lip balm, a skin care consultation, customized foundation matching, and a quick neutral look that you will love! You can include girlfriends, it's free for them also, but only you get the gift certificate. So what is best for you – this week or is next week more like what you had in mind?

[Pause & wait]

CHOOSE A DATE

Ok, I have availability for Tuesday or Thursday night, which would you prefer? **[Pause and wait]**

Perfect, I have you down for next Thursday @ 6:30pm at my Studio!

Also, I'll send you a text with my information and my website so you can start checking out the product line.

TURN A FACIAL INTO A PARTY

Ok, so it's always more fun with some girlfriends. Which friends do you have in mind that you know you would love to invite?

[Pause and quiet. Just wait for her response]

GUEST LIST AND INVITATIONS

She says...Yes! OR... Let me check with my friends & I'll get back to you.

[With excitement and gratitude in your voice]

Ok, thank you so much! Ok, let me text you a cute invite that you can just copy and text to them. When they text me to RSVP, I have a fun gift for her, ok? I can't wait to see you next Thursday @ 6:30pm and hopefully they can make it and if not it'll be just the two of us.

Note: your script is the same regardless of her response

Download the FREE App "Red Stamp" to make invites
Google Mary Kay Makeover Images for fun pics to insert

2 DAYS LATER

Hello Stacy, I'm reaching out again about the ultimate free pampering package that you won!! Can you text me back to make sure I have the right person please?

2 DAYS LATER

Hello Stacy, I definitely hope all is ok with you and your family. Can you please just let me know all is well; hopefully you've just been busy and didn't realize you won a free pampering package!

2 DAYS LATER

Hi Stacy! It's been a week and I haven't heard back from you. If I hear from you within 24-hours I will honor your gift; otherwise I will have to award it to someone else and will remove you from our customer list. Hope all is well and Happy Bridal-Bliss! Can't wait to hear back from you today!

OVERCOMING BOOKING OBJECTIONS

I'M TOO BUSY...

"I understand _____, you know, I"m a really busy person too, so I can appreciate that! It may take us an hour or so to find your special needs & preferences, but after that I can save you an enormous amount of time. You'll never need to go to the mall or stop at the grocery store again for your cosmetics! I can save you money too! Which would be better for you, _____ or _____?"

LET ME CHECK WITH MY FRIENDS FIRST...

"I can appreciate that, however, why don't we go ahead & schedule it on my calendar & then let your friends know ... if we have to change it we can later [this the the tentative booking approach]. Those that can't come can schedule a different time. Which is better for you, at the beginning of the week or the end?

I'M NOT A BIG PARTY PERSON...

"That's good because I'm not either. I hold private appointments in my house or yours. When would be a good time for you ... this week or next? .. Etc. Then casually invite her to share her time with a friend or two."

I DON'T KNOW ANYONE...

"I can appreciate that ... I didn't know many people before I started my business. Why not just invite a neighbor on both side and we'll ask them to each bring a friend ... what a great way to get to know each other. Now, which is better for you, _____ or _____?"

I DON'T HAVE ANY MONEY...

"I understand _____, you are aware that our products are a third to half less than anything at the department stores [just a few $$ more than Walmart] and you never even have to pay full price for your products! We have discounts & lots of ways to get it free. Plus, there is no obligation to purchase. I'd just appreciate your honest opinion. Which is better for you _____ or _____?"

I USE XYZ BRAND...

"Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn't like us at least as well, if not better than _____! I would love to get your opinions, is there any reason you couldn't compare your favorite products with us? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, _____ or _____?"

LAST TIME I TRIED MARY KAY I BROKE OUT...

"I'm sorry you had that experience, may I ask how long it has been? [Explain the product changes]. _____, may I ask you what you mean by "Broke Out"? Was it blemishes? [Wrong formula] or little red itchy bumps? [A sensitivity to possibly one of the products doesn't mean she can't use the whole line]. Is there any reason we couldn't work together to find the perfect system for you? Which works better for you _____ or _____?"

IF SHE STILL SAYS "NO"...

"Tell you what, here's my card/number, if you ever change your mind will you give me a call? I'd love to be the one to show you our products!" OR "Here's my card, if you know of anyone who would like to try our products, would you pass it on?" ALWAYS LEAVE WITH A YES!