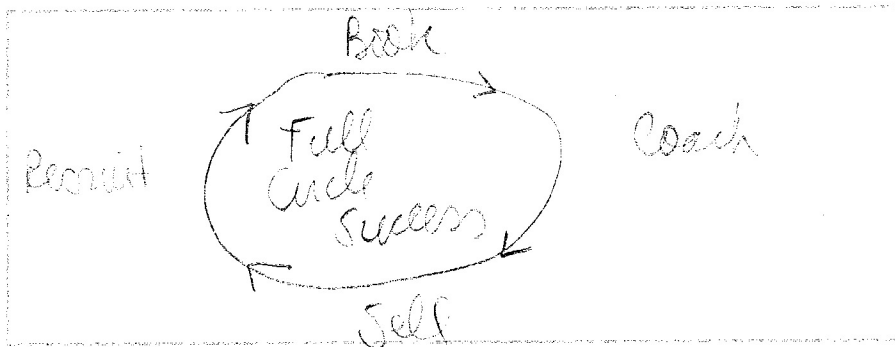


class 3 | coach

DRAW A FULL-CIRCLE SUCCESS DIAGRAM IN THE BOX



"IF IT'S WORTH BOOKING
THEN IT'S WORTH COACHING!"
MARY KAY ASH

COACHING [def.] The art of keeping your appointments.

Cheri's tips

- No Guest List = No Party. How to get the guest list?

1. Expect it! Your expectation determines the outcome.

2. Question 11 on the back of the profile = guest list!

3. Memorize and use the script: 'Turn a facial into a party' P.10

- You send the invitations. Don't leave your paycheck in someone else's hands.
- Always make the RSVP on the invitation your number.
- Always make envelopes enticing, cute and fun with stickers or draw hearts, smiles and flowers.
- Why use snail-mail today? It's unexpected, sets you apart, brighten someone's day, guaranteed arrival and against Federal law to not receive your mail (for real!) hehehe ☺.

PRE-PROFILE QUESTIONS [Phone/Text]

*allow you
to connect w/ your
guests*

1. Have you tried Mary Kay before?

If she says yes, please investigate more...

"Awesome! Who is your consultant? I'm sure I know her, we are all sisters in Mary Kay!"

2. Is your skin tone Ivory, Beige or Bronze?

3. Is your skin type best described as Dry, Normal, Combination or Oily?

4. Would you describe your skin as normal or 'sensitive'?

If she says yes, please investigate more ...

"Would you say it's hyper-sensitive or simply sensitive, because I have something for both cases?"

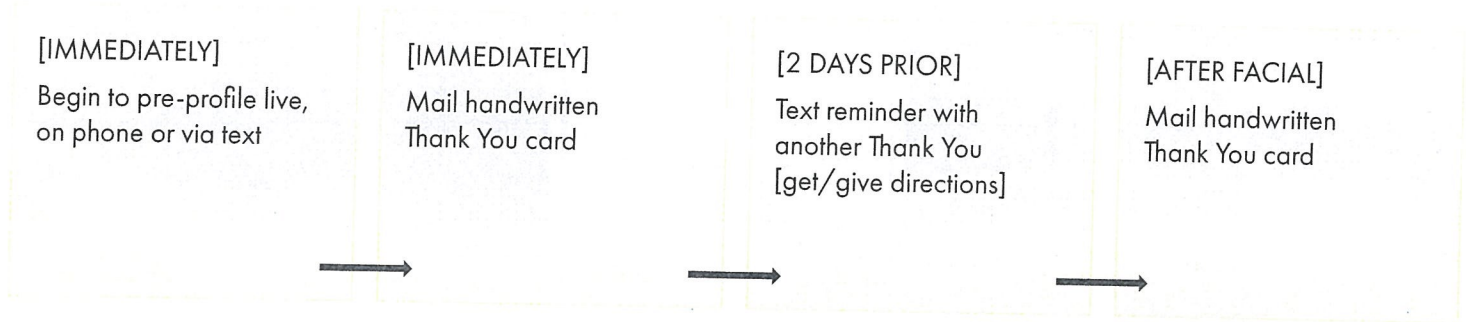
5. What would you like to change about your skin? [Puffy eyes, dry lips, fine lines, etc..]

6. You receive another gift when you invite a friend, which friend do you want to invite?

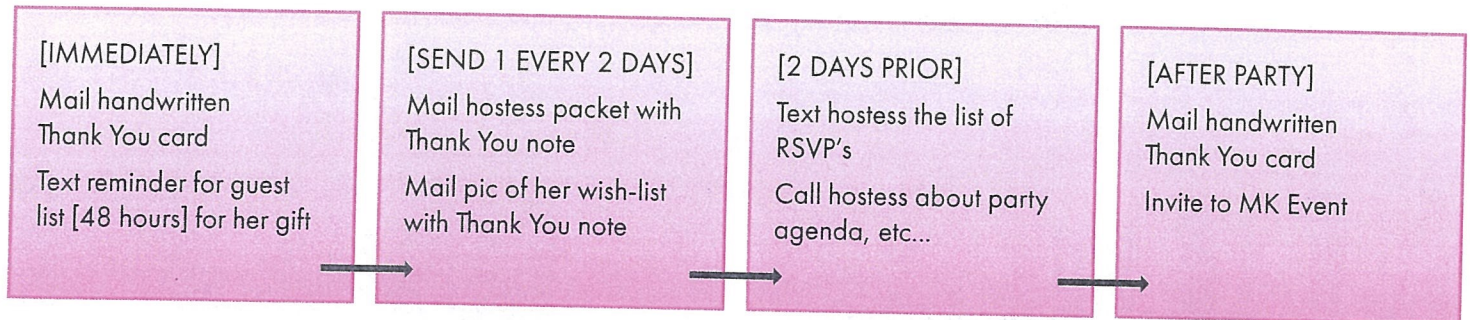
4 types of coaching

80% OF SALES REQUIRE 5 ATTEMPTS.
44% OF SALESPEOPLE QUIT AFTER 1ST ATTEMPT.

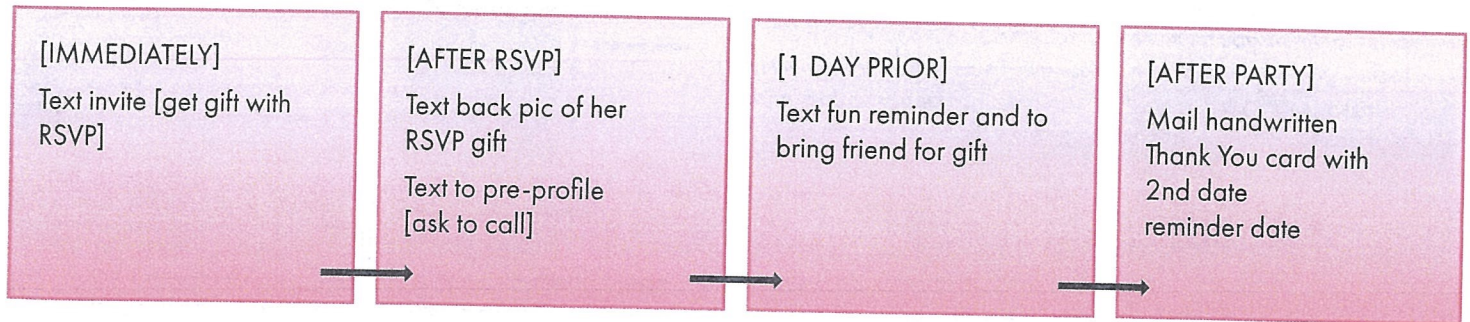
A. FACIAL



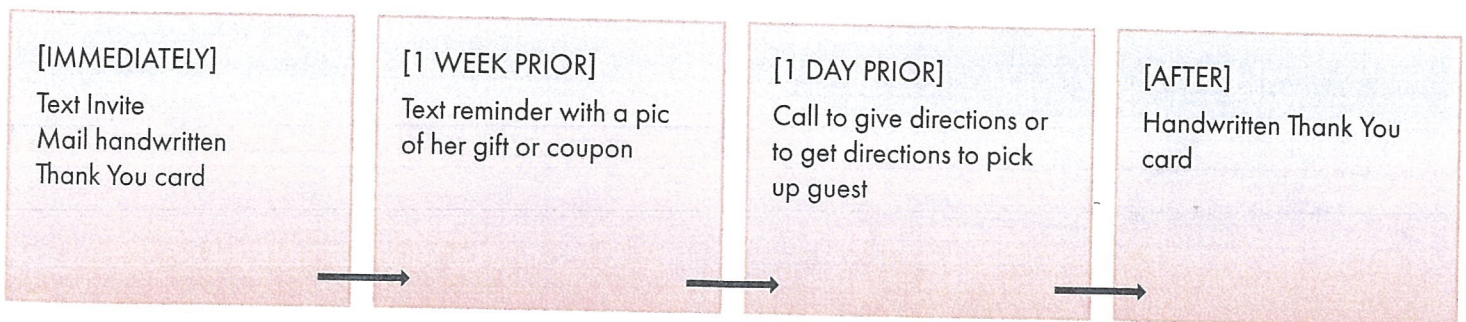
B. HOSTESS



C. GUEST TO A PARTY



C. GUEST TO AN EVENT



A. FACIAL

PRE-PROFILE

[Reference questions on page 17]

HANDWRITTEN THANK YOU CARD [BEFORE APPOINTMENT]

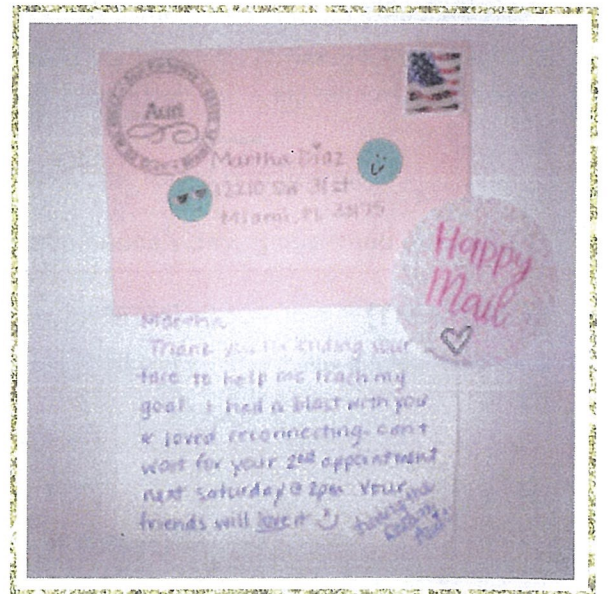
Martha, thank you so much again for helping me reach my goal! :)
I just knew I could count on you! You've always been a great
friend. See you Thursday @ 6:30pm!
Living the Dream! Auri :)

TEXT REMINDER

Hi Martha! 😊 Can't wait to see you
Thursday night. What's the best way to get
to your house again? I'm already packed
up and going straight from work. Thank you
again for helping me with my 30-faces
challenge so grateful for you my friend
💖 gonna be a fun time 🎉

HANDWRITTEN THANK YOU CARD [AFTER APPOINTMENT]

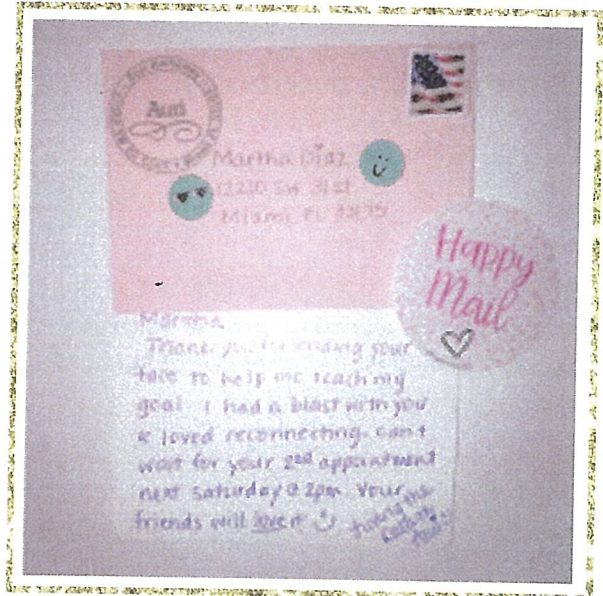
Martha, thank you so much again for helping me reach my 30
facials goal and kick start my business! I had a blast reconnecting
with you. Can't wait to see you again next Saturday @ 2pm and
your friends will love it as much as you did!
Living the Dream! Auri :)



B. HOSTESS

HANDWRITTEN THANK YOU CARD [AFTER APPOINTMENT]

Martha, thank you so much again for helping me reach my 30 facials goal and kick start my business! I had a blast reconnecting with you. Can't wait to see you again next Saturday @ 2pm and your friends will love it as much as you did! Living the Dream! Auri :)



REMINDER GUEST LIST TEXT

Hi Martha! Quick reminder that your free mascara expires today 😊 Don't forget you had some friends to send the invite to that weren't on your original list. I'm going to post it below just copy & paste 🙌



HOSTESS PACKET INCLUDES

- Mary Kay product bag
- Satin Ribbon or Tulle
- Mary Kay Hostess Plan
- Mary Kay Look Book [Catalog]
- Steps to Success brochure
- 5 Sales Tickets [with label]
- Handwritten Thank You Card



HOSTESS WISH LIST THANK YOU NOTE

1. Print a picture of wish list items
2. Handwrite a note on the paper
3. Mail it to the hostess

Martha, can't wait for our next appointment and to do your makeover. You're going to have so much fun learning about color. I know these are your wish list items and I love partnering with you to be sure you get them for FREE! I'll be there Saturday about an hour before your friends arrive so we can work on your new look. Can't wait to see their faces when they see your look! You totally deserve this pampering session! :)
Living the Dream! Auri :)



Martha
Can't wait for our next appointment
and to do your makeover. You
going to have so much fun
learning about color. I know
this is your wish-list item &
I am loving partnering with
you to make sure you get it
for free! I'll be there Saturday
about 1-hour before your friends
so we can work on your look.
Can't wait to see their faces when
they see your new look. You
totally deserve this pampering
session. :) *Living the Dream,*
Auri

custom
color 101



TEXT HOSTESS ABOUT RSVP'S

Hey Martha I'm so excited because Mabel, Candy & Kristy are coming 😊 Sarah is so upset she can't come, but I'm getting together with her next Tuesday so you'll still get hostess credit 🍷 Oh & Candy is bringing a friend 🧑🏻 I haven't heard from Jenny, Erika, Amanda or Liz yet. I just sent them a reminder txt with their invite but will you copy & paste the message below to all your friends? Thanks! You're the hostess with the mostess 🥰 Can you talk real quick about tomorrow?

oh, yay! that's awesome to hear. Can we talk at 5pm?

Yep! 🍷 Call you at 5. Here's what to send your friends...

Girl, I am so excited for our girlfriend's makeovers 🍷 on Saturday! It's going to be so much fun & I am totally in-LOVE with their products. My skin looks & feels amazing. Don't forget to RSVP via txt to Auri [305-479-4591](tel:305-479-4591) for your gift 🍷 Thank you in advance for supporting my friend - she is so excited to meet you! 😊 XOXOXO Martha

CALL HOSTESS ABOUT CLASS AGENDA

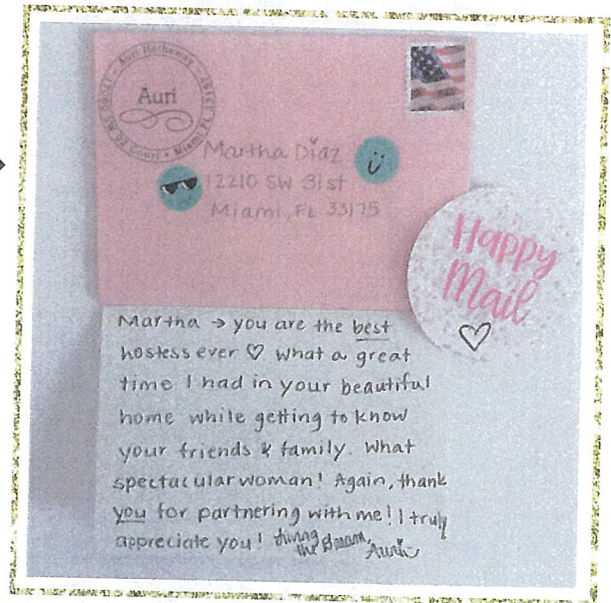
- Her color appointment is 1 hour before guests arrive
- Will she please assist me with raffle tickets during class
- Serve food after facials please. No greasy hands = No zits! :)
- Alcohol = red face and potentially poking out your eyeball with the mascara wand and I don't have insurance for that please :)
- Adult pampering session is best without little ones
- I have a black table cloth, what's your table size?
- Any new RSVP's?
- How many outside orders did she collect? Send me pics so I bring their products

HOSTESS THANK YOU CARD [AFTER CLASS]

Martha, you are the best hostess ever! What a wonderful time I had in your beautiful home while getting to know your friends and family. What spectacular women! Again, thank you for partnering with me! I truly appreciate you! Living the Dream! Auri :)

INVITE TO MK EVENT

Martha, I'm so excited for you to meet my Mary Kay Sales Director Christine! She is going to love you 😊 Here is your invite and a coupon for 50% off any item 🛍️ of your choice. Let me know what you want so I can bring the product with me 📦 See you tomorrow night @ 6:45pm, 10200 NW 25 Street Doral, FL 33172 😊



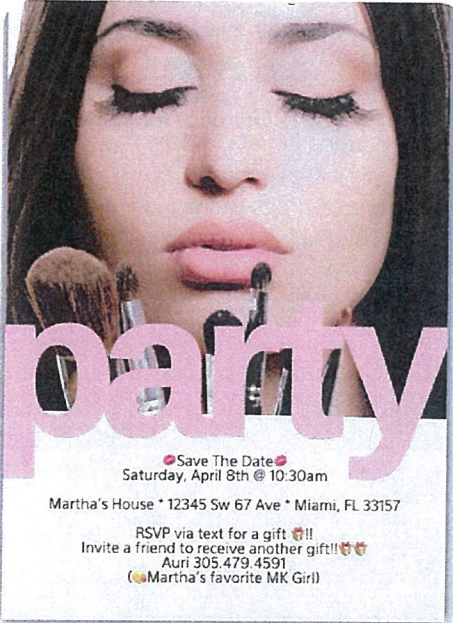
50% off one item
of your choice



- Thank you for your attendance -



C. GUEST TO A PARTY



💋 Save The Date 💋
Martha invites you for a
👩 Fun Pampering Party on
Saturday, April 8th @ 10:30am at her
house. RSVP via text to me for a gift 🎁 !!
Invite a friend to receive another gift!! 🎁
🎁 Can't wait to meet you! Anamari 🥰
(Martha's favorite MK Girl)

Thank you Anamari for the invite. I will
be there 🥰

Yay! 🎉 Party time! You get a gift. 🎁 (pic
below) Would you like to end your
makeover with a lipstick or gloss on
Saturday? 💋 🍷



So cute! I'm so excited now! 😊 Do you
have a pink matte lipstick? 🍷

Yes! You're gonna love it! 💕 Got a
couple of questions for you - Is your skin
ivory, beige or bronze?
(Do you prefer I call u or text ok?) 🍷

I'm beige and text works great 🍷

Awesome sauce 😊 is your skin dry,
normal, combination or oily? (Pick the
best one)

My skin is combination and my nose is
super shiny all day long 😊

Girl! Saturday will be your last day with a
shiny nose. 🍷 By any chance is anti-
aging a concern yet? ⌚

Absolutely! Make me look younger and
less shiny please 🍷

Perfect! We have one of the few anti-
aging products on the market that also
reduces oiliness. 😊 😊 Is there anything
else about your skin you would like to
change?

Not really, except for my puffy eyes

Aww... I will bring my eye soothing gel
that depuffs! 🍷 I can text you the link if
you want more info on it. Last question?
Have you ever tried Mary Kay before?

Thanks. Yes, send me the link please 🍷
I tried it a long time ago at my cousin's
house

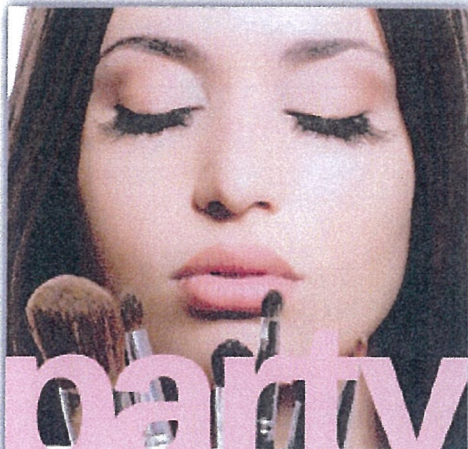
Indulge® Soothing Eye Gel
Mary Kay
marykay.com

MK

Do you know who your consultant is?
consultant? I'm sure I know her,
we are all sisters in Mary Kay! ♥

actually don't remember her
name because it was a long time
ago and I haven't heard from her
since then

Ok cool. 😊 Just a reminder when
you bring a friend 🎁 you get
another gift 🎁 and she gets a gift
🎁 when she RSVP's with me
too. So feel free to pass along my
super cute invite. Have a great
day. See you Saturday! ☑



Save The Date
Saturday, April 8th @ 10:30am
Martha's House • 12345 Sw 67 Ave • Miami, FL 33157
RSVP via text for a gift 🎁
Invite a friend to receive another gift! 🎁
Auri 305.479.4591
(Martha's favorite MK Girl)

Hi Karla! Happy Friday! 🎉 Can't
wait to see you tomorrow at
10:30am at Martha's house 🏠
12345 SW 67 Ave Miami 33157
Also, I have your gift 🎁 Last
chance to RSVP a friend for
another gift 🎁 Just forward her
the invite & ask her to txt me 📱
Anamari 7862914991

Ok, see you then! Happy Friday! I
told my girl Susy about it ...
hopefully she sends you a text 😊

HANDWRITTEN THANK YOU CARD [AFTER APPOINTMENT]

Karla, it was so great to meet you at Martha's house! You
definitely were the life of the party and I'm so glad we can
get together again. I'm so looking forward to your 2nd
appointment on Thursday @ 6:30pm! I already sent the invite
to your friends and have several RSVP's...yay! I know we're
going to have a blast if they are anything like you. :) I truly
appreciate you helping me reach my 30 faces goal and it's
been lots of fun partnering with you. Have an awesome day!
Living the Dream! Auri :)



D. GUEST TO AN EVENT

INVITE TO MK EVENT

Hey Mabel, I'm so excited for your to meet my Mary Kay Sales Director Christine! She is going to love you 😊 Here is your coupon for 50% off any item 🛍️ of your choice as a thank you for being my guest of honor. Let me know what you want so I can bring the product with me 📦 See you tomorrow night @ 6:45pm. 10200 NW 25 Street Doral, FL 33172 😊 Do you need directions?



HANDWRITTEN THANK YOU CARD [BEFORE]

Mabel, it was so great to meet you at Martha's house on Saturday! Thank you for trusting me with your skin care routine ... it means a lot to me. I just know you're going to fall in love with your Mary Kay products. I'm excited to have you as my guest of honor next Monday at Studio Pink! Excited to see you with your new Color 101 Look! Living the Dream! Auri :)



TEXT REMINDER WITH COUPON

Hi Mabel, I'm so excited for your to meet my Mary Kay Sales Director Christine! She is going to love you 😊 Here is your invite for next week, Monday @ 6:45pm. 10200 NW 25 Street Doral, FL 33172 😊 Hope you're loving 💕 your MK products! Have a great day!

HANDWRITTEN THANK YOU CARD [AFTER]

Mabel, thank you again for being my guest of honor at Studio Pink! So excited to be working with you after you finish your LSAT exam! In the meantime, I look forward to servicing you with all the products you now love! So glad you won the raffle and can't wait to see all you earn at your party next week! Living the Dream! Auri :)



full circle coaching

"A class worth booking, is a class worth coaching!"

HOSTESS INFO

Name _____

Phone _____

Email _____

Address _____

Booking Gift? _____

CLASS INFO

Date/Time _____

Hostess Gift? _____

Party Theme _____

Pre-Profiled _____

DATE BOOKED:

GUEST LIST

Name	Phone	Email	Pre-Profiled	Confirmed

WITHIN 24 HOURS

- ☐ Send Thank You/Hostess Packet
- ☐ Other _____

WITHIN 48 HOURS

- ☐ Add more guests to list
- ☐ What to say to guests:
Ask for emails Limited seating
Bring a friend If life happens
- ☐ Confirm guest attendance
- ☐ Class area, table, lighting, snack afterwards, during consultations
- ☐ Private consultation area
- ☐ Satin hands area
- ☐ Childcare arrangements
- ☐ Encourage 5 outside orders
- ☐ Hostess program reminder
- ☐ Promptness for all
- ☐ Communication is key

2 DAYS BEFORE PARTY

- ☐ Call guests to "Thanks for coming"
- ☐ Call hostess to confirm attendees & encourage outside orders

DAY BEFORE PARTY

- ☐ Prep for class
- ☐ Final reminder call to hostess

AFTER THE PARTY

DAY AFTER PARTY

- ☐ File & add to InTouch
- ☐ Thank you notes, sent to ALL
- ☐ Thanks for being a great hostess
- ☐ Post WAS
- ☐ Follow up with Prospects
- ☐ Follow up those who didn't attend

DAY AFTER PARTY

- ☐ Number of guests?
- ☐ Number of sets sold?
- ☐ Number of bookings?
- ☐ Number of interviews?
- ☐ Total Retail Sales?
- ☐ Hostess final gift?
- ☐ What do I need to improve?

2 DAYS AFTER PARTY

- ☐ Call to check if products are performing well.

2 WEEKS AFTER PARTY

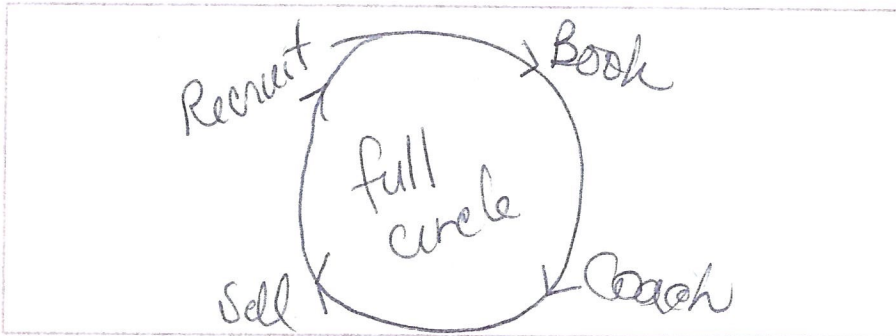
- ☐ Stop by or call to check in about products or questions

2 MONTHS AFTER PARTY

- ☐ Call to advise about reordering or email a reminder

class 4 | sell

DRAW A FULL-CIRCLE SUCCESS
DIAGRAM IN THE BOX



"WE'RE NOT SELLING BECAUSE WE'RE NOT SOLD"

- Selling is a learned skill.
- It's as honorable to sell as it is to buy.
- Without sales the economy would crash!
- Your friends & family will be using beauty products anyway, so this is a win-win situation.

*You're not selling
because your not sold!*

#allin



Contraband
doesn't make your dreams come true

STEPS TO INCREASE YOUR SALES

1. Why do people buy from you? Because they like you!

- How can you make a connection at the beginning of the party? Share your passionate I-Story, goals & your why.
- Memorize and use the 'Powerful Introduction Script' [on page 10?]

2. Surgery is necessary. Remove the following words from your vocabulary:

dollar, hundred, pay, purchase, no \$ sign on receipts

3. The Beauty Book sells - not the Look Book

- T.M.I. : Too Much Information. A confused mind does nothing.
- Let them fall in love before they see the price.

4. Take the dollar sign out of your eyes and focus on making her feel important.

5. To sell skincare sets, pick up the mirrors. Mirrors sell makeup.

6. Transfer her answer from question #1 on the quiz to a receipt. Simple ask, "...and what else?"

7. Don't say the total amount. Just point and smile.

8. Learn to 'sell the sizzle' by listening to the Skin Care Class Audio/Video on the DRIVEN App.

9. Memorize the Product-Power-Statements for our best-sellers from the back of the look book.

10. Professionals memorize scripts, amateurs don't.



GENERATING HER GUEST LIST

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 and helping me reach my goal of 30-practice facials! 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 3-questions. We're gonna 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 is left blank, wait until I say 'go!', stop when the song ends and the last question says, 'Give your friends the gift of a pampering session.' So, these friends that you list here can be invited to join you at our 2nd date. That helps me reach my goal of 30 practice facials, that's how YOU earn the FREE Mary Kay products you love, and 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 and numbers in the pink box below 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 guests to keep listing friends.
Prize the winner with tickets.

Customer Name Her Name Telephone () Her Phone # Birthday _____

8. What skin care products/brands are you currently using?
Her loyalty to her skin routine

9. Of the products you tried today, which would you add to your wish list?
Her future hostess wishlist

10. Of the products you tried today, which ones would you like to take home?
Her sale prior to seeing prices / specials

11. Give your friends the gift of a complimentary facial. Please list friends who would enjoy some extra pampering:
Her 2nd date Guest List

Name _____ Tel. No. () _____
Name _____ Tel. No. () _____
Name _____ Tel. No. () _____
Name _____ Tel. No. () _____
Name _____ Tel. No. () _____
Name _____ Tel. No. () _____

for independent beauty consultant use only

Today's Date _____ Hostess Name/Referred by _____
Foundation Type and Shade Her foundation shade Date Enrolled in Preferred Customer ProgramSM _____

DATE	COMMENTS	DATE	COMMENTS
1.	<u>Her sale (transfer to a Sales Ticket)</u>		<u>additional space for more names & numbers</u> 😊
2.	<u>Her 2nd date ♥</u>		
3.	<u>Her Interview (video link-text)</u>		
4.	<u>Her level of interest (no5) # 1-10?</u> <u>= her entry into Michael Kors Raffle</u> <u>= you send pic of this card to Director</u>		

†Prior to contacting referrals via telephone, text or email, you should consider whether such communication is consistent with state or federal "do-not-call" and/or "spam" laws and regulations. To comply with applicable laws, you must not forward or share information from the customer profile card without permission from your customer.

BACK OF THE CARD QUIZ

Ok, so we're going to take a quiz and it's the easiest quiz you've ever taken because I'm going to give you all the answers. Please number the back of your card, on the left side, in the pink section #1 through #4.

1. From the Collection Specials you tried today, which one would you like to take home? The Miracle Set, the Ultimate Miracle Set or the I Deserve All Bag?
2. IOU a 2nd date, & it can be just you & me and we will build-a-babe or we can invite your friends and you will also earn the free products you love! So your answer here can be ME (if it's just you and me) or FREE, if you share your 2nd date with your friends?
3. I have a huge goal to earn a Mary Kay Career car. So when you watch a video and fill out a survey, on your own time, after you leave here today, you get a ½ priced item of your choice up to \$55 as a thank you for your time and your opinion. So, I just need 40 of my customers to watch the video and tell me 'no' to the Mary Kay opportunity and I need 16 of my customers to watch the video and tell me 'yes' they want to start their own business, for me to earn my 1st Mary Kay career Car. No matter your answer, you'll be helping me earn my free car and I will be ever so grateful when you give me 15-minutes of your time. So your answer here will be 'Yes - I'll watch a video' or 'No thank you, I don't want to help with this part.'
4. The answer to this question will enter you into the Michael Kors Handbag raffle. Yay! I've asked our hostess with the mostess to bring out some food and drinks and while you eat, I'm going to quickly share how Mary Kay enriches lives all around the world. Now if this isn't for you that's ok, I just ask that you listen with an open heart because you may know someone, you could tell her about it and you can change her life right? So, if you will flip your sheets over to the back you will see a flyer like this one so you can follow along. This will be your last chance to earn some raffle tickets, because at the end I'll be asking you some questions, ok?

[Pass Out Beauty Agreements - Share the Mary Kay Opportunity – Use raffle tickets to encourage participation]

- From what you heard, what appealed to you the most about the Mary Kay business opportunity?
- I know this is totally your personal opinion, but I would love to know, why would you be great at this?
- What is your level of interest in starting your own Mary Kay business? If you could put a number on it, on a scale from 1-10, 1 being I would rather starve to death (hehehe) & 10 being I want to start my business today & you can't be a 5, that's a chicken middle of the fence, What would be your answer? So, no 5 any number 2 through 10? Write this answer on Question #4

Ok, so it's our favorite time; it's time for shopping and winning! It's raffle time! And the winner is...

Ok, now this is what we're going to do. I will take you one at a time into the living room and you will each have the opportunity to pick a day for our 2nd date and to let me know what you would love to take home. Remember, I have my store here, so no waiting for an order to arrive.

So Esther, would you like to go first so I can give you your goodie bag?

THE INDIVIDUAL CLOSE

[Be sure the customer brings her profile card, her pen & sets sheet with her]

Thank you Esther for lending me your face.

1. Did you have fun?
 2. I know that you learned a lot today, but what's the one thing that stands out the most?
 3. How does your skin feel? [while you touch your face with the back of your hand]
 4. Great! [while reading her answer from question #1 on the quiz], It says here that you would like to take home the I Deserve-It-All Bag! You're so smart because that's our best deal! And which 3 items would you like to choose ½ off?
 5. Great! Your total is [point & smile at the receipt – don't say the total]. What would you like to use, cash, credit or check?
 6. I can't wait to get together again for our 2nd date. Do you prefer this week or is next week more like what you had in mind? [pause and wait]
 - Next week I have a few available slots during the week at night.
 - Do you prefer Tuesday or Thursday evening?
 - Ok, does 6pm work for you?
 - Awesome! Next Thursday @ 6pm. Here is a 2nd date reminder card
- [Write the date and time on the back of your business card]
7. I see here that you want to invite your friends so you can get FREE! So awesome and so smart of you. I know you already listed your friends here on the card. I'll send them a super cute "save the date" invite and when they reply via text to RSVP they get a gift from me. Oh, and here's your goodie bag! So tell me about Maria, is she your bestie? And Mabel? And Lucy? And Karla?
 8. [When Quiz Question 3 is 'yes'] Well, thank you for being willing to watch a video and complete a survey so I can earn my Mary Kay Career car. Let me text you the link now. You can choose any of the videos and then complete the survey. After you fill out the survey, you'll receive a quick phone call from my director to thank you and to follow up so you can officially be entered into the Michael Kors Handbag drawing and also to receive your ½ priced item from me.

Thank you again Esther! Can't for our 2nd date!! Can you please send Jenny over next?

Jenny Perez
CUSTOMER NAME (PLEASE PRINT - PRESS FIRST)
ADDRESS
CITY STATE ZIP
PHONE NO.
DATE OF SALE 4-7-17
HOSTESS NAME
X CUSTOMER SIGNATURE
PHONE NO.

QTY.	DESCRIPTION	PRICE	AMOUNT
1	Miracle Set Normal set with beige 4	130	115
1	skinVigorate Brush	50	25
SUBTOTAL		140	
SALES TAX		9.80	
TOTAL		149.80	

x **Auni Hathaway** (305) 4794591
INDEPENDENT BEAUTY CONSULTANT NAME
For purchases totaling \$25 or more, you, the buyer, may cancel this transaction at any time prior to midnight of the third business day after the date of this transaction. See the attached notice of cancellation form for an explanation of this right. The issuer of the card identified on this form is authorized to pay the amount shown as total upon proper presentation. I promise to pay each total together with any other charges due thereon subject to and in accordance with the agreement governing the use of each card.
BEAUTY CONSULTANT COPY ©2011 MARY KAY INC. 10-040502 PRINTED IN U.S.A.

Janet Ravelo
CUSTOMER NAME (PLEASE PRINT - PRESS FIRST)
ADDRESS
CITY STATE ZIP
PHONE NO.
DATE OF SALE 4-7-17
HOSTESS NAME
X CUSTOMER SIGNATURE
PHONE NO.

QTY.	DESCRIPTION	PRICE	AMOUNT
1	ultimate Miracle Set combination/oily with beige 5	210	220
1	Free Travel Rollup Bag	35	0
1	Free Foundation Brush	10	0
1	Satin Hand Set	30	18
SUBTOTAL		238	
SALES TAX		16.68	
TOTAL		254.68	

x **Auni Hathaway** (305) 4794591
INDEPENDENT BEAUTY CONSULTANT NAME
For purchases totaling \$25 or more, you, the buyer, may cancel this transaction at any time prior to midnight of the third business day after the date of this transaction. See the attached notice of cancellation form for an explanation of this right. The issuer of the card identified on this form is authorized to pay the amount shown as total upon proper presentation. I promise to pay each total together with any other charges due thereon subject to and in accordance with the agreement governing the use of each card.
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Esther Sanchez
CUSTOMER NAME (PLEASE PRINT - PRESS FIRST)
ADDRESS
CITY STATE ZIP
PHONE NO.
DATE OF SALE 4-7-17
HOSTESS NAME
X CUSTOMER SIGNATURE
PHONE NO.

QTY.	DESCRIPTION	PRICE	AMOUNT
1	I Deserve It All Combo/oily with beige 3 with fancy Nancy	325	260
1	Free Travel Rollup Bag	35	0
1	OFFER	15	0
1	skinVigorate	50	25
1	Satin Hands	30	18
1	Satin Lips	22	11
SUBTOTAL		314	
SALES TAX		33.58	
TOTAL		335.98	

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Profits 48% Miracle
38% ultimate
39% I deserve it all

Martha Diaz (hostess)

CUSTOMER NAME (PLEASE PRINT - PLEASE PRINT)

ADDRESS

CITY STATE ZIP

DATE OF SALE 4/7/17 20% of \$595 = \$119

HOSTESS NAME Hostess (1491)

CUSTOMER SIGNATURE

PHONE NO.

QTY.	DESCRIPTION	PRICE	AMOUNT
1	Color 101 look for green eyes w/ eye primer w/ black eyeliner mascara and fancy nancy lip gloss	101	101
1	under eye corrector	110	110
1	Mary Kay Brush Collection	55	55
1	Mary Kay Brush cleanser	10	10
1	foundation primer	10	10
1	Mechanical brow pencil	11	11
1	translucent powder	11	11
SUBTOTAL		227	227
SALES TAX		10.51	10.51
TOTAL		237.51	237.51

x **Auri Hatheway** (305) 479-4591

INDEPENDENT BEAUTY CONSULTANT NAME

By this order, I invite the Independent Beauty Consultant to contact me via telephone, email and/or U.S. mail for future beauty needs.

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OVERCOMING OBJECTIONS

I ALREADY USE BRAND XI

May I ask you a question? Having tried Mary Kay, do you feel like it is as good or better than what you are using? I would love for you to try our products. If you try them for 2 weeks and aren't completely satisfied, it is 100%.

I DON'T HAVE THE MONEY

You know, I can understand that. What is your budget so I can make a recommendation? Also, we can work out a plan for you to earn hostess credit. Here is my awesome hostess program.

[Note: If she doesn't make a purchase, invite her to your 'Makeup Night' at your Success Meeting. Encourage her to bring friends to begin earning products.]

I'M ALLERGIC OR I TRIED IT AND IT BROKE ME OUT!

I'm so sorry! If you don't mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you at a follow-up facial to solve the problem? Were you able to take advantage of our 100% guarantee? I am so sorry for your experience and I would love for you to give us a 2nd chance. Since we have cutting edge new products, I would love to have the opportunity to make it right for you. You can bring along the old product and I will give you credit.

I DON'T WEAR MAKEUP

Ok, so is what your wearing right now more than what you would ever wear? Like your dying to get home and wash your face off? I totally understand and thank you for your honesty. Let's get your some cleansing cloths so you can wash your face right now, hehehe! I want to work with you to find a simple routine that fits into your life, your budget and makes you look and feel beautiful, how does that sound to you? Great, well our main focus today was on skin care and not on makeup. Can you please tell me about your daily skin care routine? Which products from today stood out as useful and that fit best into your routine?

Martha Diaz (hostess)

CUSTOMER NAME (PLEASE PRINT - PLEASE PRINT)

ADDRESS

CITY STATE ZIP

DATE OF SALE 4/7/17

HOSTESS NAME

CUSTOMER SIGNATURE

PHONE NO.

QTY.	DESCRIPTION	PRICE	AMOUNT
1	Jenny Perez - booked 20%	115	115
1	Janet Karels - booked party	220	220
1	Esther Sanchez - booked sales	210	210
SUBTOTAL		545	545
SALES TAX		20%	20%
TOTAL		619 Credit	619 Credit

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Martha Diaz

CUSTOMER NAME (PLEASE PRINT - PLEASE PRINT)

ADDRESS

CITY STATE ZIP

DATE OF SALE 4/7/17 \$75 for \$35

HOSTESS NAME

CUSTOMER SIGNATURE

PHONE NO.

QTY.	DESCRIPTION	PRICE	AMOUNT
1	Color 101 look for green eyes with eye primer, black eyeliner & mascara and fancy nancy lip gloss	101	101
1	Mary Kay Brush Collection	55	55
SUBTOTAL		156	156
SALES TAX		11.60	11.60
TOTAL		167.60	167.60

x **Auri Hatheway** (305) 479-4591

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class 6 | the 2nd date

DRAW A FULL-CIRCLE SUCCESS DIAGRAM IN THE BOX



"IT COSTS FIVE TIMES AS MUCH TO ATTRACT A NEW CUSTOMER AS IT DOES TO MAINTAIN AN ESTABLISHED ONE." - MARY KAY ASH

OBJECTIVES

- To create more of a connection with your customer.
- To build her color confidence.
- To introduce her to our personalized service.
- To expose her to more products, and to meet her guests.

JUST THE TWO OF YOU

- Get to know her by asking questions.
- Make a wish list of products that she is not taking home today.
- Encourage her to get together for a 3rd date and to meet her friends/family to earn products.

YOU, HER AND FRIENDS

- Arrive approximately 30-60minutes prior to complete her pampering session.
- Have everything already set up for her guest.
- Start working right away to be done before her guests arrive .

products for the 2nd date

- Mary Kay Brush Collection
- Foundation Brush
- Concealer Brush
- Smudger Brush
- Brush Cleaner
- Finishing Spray
- EYES | Eye Primer, Bare Palette Compact, Eyeliner, and Mascara
- EYE AREA | Concealer, Undereye Corrector, & Mechanical Brow Liner [blonde to brown]
- FACE | Translucent Powder, Cheek Color Duo and Bronzing Powder
- LIPS | Lip Primer, Lip Liner, Lipstick & Lip Gloss



2nd date outline

1. Satin Hands/Lips
2. Before Picture
3. Miracle Set
4. Foundation Primer, Foundation Brush and Foundation
5. Translucent Powder
6. Eye Primer
7. Brush Brows with Eyebrow Brush
8. Brow Liner
9. Bare Palette choose Natural, Neutral or Smokey Eye Look
10. Eye Liner [Smudger Brush]
11. Concealer/Undereye Corrector
12. Mascara
13. Bronzing Powder
14. Cheek Color / Highlighter
15. LIPS | Primer, Liner, Stick and Gloss
16. Finishing Spray
17. After Picture