

# Appointments

## Beginning

Hello everyone, thank you for coming!

I'm Cassandra, I'm going to be your Mary Kay lady tonight!

Who has been to a Mary Kay girl's night before?

Great! (share positive affirmation)

Your going to be so glad you came!

Were going to have fun tonight!

I will cover 3 things!

- 1) You will receive pampering for your hands and lips!
- 2) You will try a brand new power house skin care regime with encapsulated resveratol, vitamin B and peptides for youthful skin and it will make your skin so soft and smooth in one use!  
Repair skin care line with retinol  
Botanical skin care line for sensitive skin  
Acne line that helps clear the complexion
- 3) You will have the chance to play with make up!

You are going to fall in love with so many things tonight and you probably won't be able to get it all.

You might want to host your own show and most of my hostesses receive about 100.00 in free Mary Kay! FYI (5 ladies over the age of 18 – no consultant – come for the entire party)

I want to thank you “name” for having me over to pamper you and your friends today!

## Product Facts

Don't state all the facts

Share how the product has helped others.

## Sharing

Complement the guests when you see things about them that would make them a great consultant.

“Your better then me at this, you should do this!”

- Rules
- 1) Always invite ladies to join you
  - 2) Never prejudge
  - 3) Always do the recruiting talk no matter what
  - 4) You are not looking for recruits, you are looking for leads

I invite you to know what this company has to offer and I would encourage you to take a packet home that provides more information!

What could an extra 600.00 to 800.00 do for you and your family at the end of the month by working one night a week!

## Close

I hope all of you had a wonderful time tonight!

We are almost done! I just need a few more minutes of your time. (Pause until everyone is quiet)

Most people wonder, “How do I get the product?” and “How much does it cost?” I have the product

with me here tonight so you get to go home with it. I take Master Card, Visa, cheque, e-transfer and cash and I also do payments, you can mortgage your makeup!

Because you might want to spend more than you should tonight, I have specials that might help!!

Explain your specials.

(Regular party) Now we will start our individual consultations. \_\_\_(Hostess)\_\_\_ has snacks for everyone, if you would like to enjoy them with everyone in the other room that would be great. Does anyone have to leave right away? Or, who wants to go first? (If no one speaks up, just pick someone.)

(15 Minute Party) Now we will start our individual consultations. Does anyone have to leave right away? Or, who wants to go first? (If no one speaks up, just pick someone and proceed to the area chosen for you to do your individual consultations.)

## Facial or Double Facial

- 1) So we are all done...
- 2) Was there anything you did not get to try today that you were hoping to have tried... respond to how they answer.
- 3) You tried a lot of things today... why don't we do a process of elimination and put away the products that are not catching your eye?

## Making the Sale

She normally says sure!

Then I start at the beginning - satin lip - satin hands - skin care. If they are not interested in the skin care I help them recall what they said about it during the demonstration - you said - you are concerned with wrinkles - you were dry - oily - whatever they had mentioned during the appointment. Use that to reason with them about the skin care, most of the time they say don't put that away.

I go through all the products until we are down to the lip gloss.

Then I say - If you were to get a few things tonight, how would you pay for them? Would you like me to add that up for you? They usually always say yes.

I use my cell phone - add it up. (do not show them the price yet)

Then say - This price is before discount and tax - do a circle with your hand around the product you added up. You can get all of this - now don't fall over - you like a lot of stuff - and when you like a lot, it adds up fast. All of this comes to this. (show them the price on your calculator, but do not say it out loud)

Now because you have skin care in your favorites you qualify for a discount - I would take off \$\_\_\_ as a discount and then I have to apply tax. 😊

So the total would be - I don't say the amount out loud (not saying the price out loud is especially good if you are doing a double facial and both girls are at the table together for the close)

Depending on how they react depends on my next move, for payment.

It is much easier to sell a large package if you do a few payments. (credit or cheques) You are in a business transaction with them so do not be shy to ask questions to figure out how the purchase will be completed. If they are starting with the entire skin care line that will get them hooked and you will build a much larger reorder business.

