

Flip Chart Notes

Use these handy notes in your flip chart. Each is formatted in such a way to best fit into your flip chart. Just print and cut out, then paste, or paper clip onto each page as indicated. Good luck!

(Updated Oct 2007)

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1. **Hostess Credit** - When describing what they can expect at the class you might want to include: In addition to the gift I've presented to the hostess she will also be earning the **hostess credit**. (This is a choice she makes for giving you the guest list within a certain time frame, and holding the appt. on the original date scheduled.)
She will receive - either 10, 15, or 20% of today's sales in free product. 10% if there are no bookings, 15% if there is one class/party booked from this, or 20% if there are 2 parties booked from this.
2. **Personal Service** - I want you to have a great time and leave feeling great about yourself. If you choose to make a product purchase today, you are not only going to get a **great product, but you'll also get me** - I'd be honored to be able to personally service you as long as you'll have me!
3. **\$** - I offer immediate **delivery of the product today** and I accept MasterCard, Visa, Discover, Cash and Check, or the Husbands Unawareness Plan which might include a little of each. In the future when you are in need of reordering your products it's very convenient whether we touch base by phone, or through my personal website where you can shop 24/7.

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I Story -

1. Background - Career, family
2. What intrigued you to get started - MRSFCAB, Company Philosophies
3. Why you enjoy it now.
4. Goals you are working toward (people being a part of something that is bigger than themselves)
5. (**Invitation** to be a part of my team) I am looking for some fun women who are looking for personal and financial growth to be on my team. Watch what I do, and if you'd like to learn a little more about what I do, I'd be happy to share some information with you at no obligation.
6. I would have never thought I would be ...until I heard all of the information; I couldn't have made an intelligent decision about whether or not the MK opportunity was for me.

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100% Guarantee - (After telling about the 100% guarantee): How many of you have a junk drawer, junk box, or junk closet full of junk buying mistakes? Today I hope to put an end to that with out 100% satisfaction guarantee, there will not be any MK products sitting in those boxes going unused - if something you've purchased from me doesn't work for you, simply return it to me for an exchange or your money back. This was something that truly appealed to me when I was considering becoming a Mary Kay customer. And this is another reason why we back up your product purchases by holding a follow-up appointment with you to make sure that you're satisfied and getting the results you want from the products. This way everyone's a winner!

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Objection - "I use Brand X".

1. As mentioned earlier, if not satisfied with what they saw in the mirror, I'm sure you would agree if the system you're using isn't giving you satisfying results, it's time to try something else. Kind of like when using a medication that's not giving the results - change the prescription rather than just using it because it's there.
2. Pre-profiling is very important - find out ahead of time what they are using and how they are using it.
3. Are they using a complete system?
4. Within the framework of discussing using a complete set, you'll want to mention how it's important to use one brand of products for your skin care. "And hopefully, you'll consider using Mary Kay as your brand".

Miracle Set -

1. Is like the Fountain of Youth in a bottle!
2. Though it's not a prescription, I consider this to be the medicine of MK.
3. These products are all about prevention - it's better to proactive than reactive when it comes to skin care - so no matter what your age, these are all great products.
4. **Out of the 12 benefits in the Daily Dozen, which of these excites you most?**

Night Solution - Vitamins A, C, E, and collagen-boosting peptides.

Page 11 (1 & 2 together, cut number 3 and set it to the right side of page)

Overcome Skin Care Objections -

(overcome them in advance - during the presentation of when closing the sets.
Listen and respond, but not immediately so as to cause them to be defensive)

1. **Objection - "It takes too much time"**
 - a. Time it takes to brush and floss your teeth.
 - i. The TimeWise Basic is like brushing your teeth.
 - ii. The Miracle Set is like flossing your teeth.
 - iii. And the Ultimate Miracle Set is like polishing your teeth.
 - b. If you don't take the time, time will take you!
 - c. You can replace your hair, you can replace your teeth, but you can't replace your skin.
2. **Objection - "I don't wear make-up"**
 - a. Skin care is not make-up. Consider it to be more like health care.
 - b. Make-up is icing on the cake (not a necessity) Skin care is.
3. **Objection - "I don't wear foundation"**
 - a. Foundation is the blouse that covers the face protecting it from anything getting into the pores. Our products are non-comedogenic which means they won't cause blackheads or whiteheads. I think of it this way - we are either wearing pollution or protection. After understanding it that way and realizing there was a color and type that fit me, I decided that foundation was a good idea. It's not like the girls I went to high school with that had orange all over their clothes - ours is a transfer resistant formula.
 - b. Imagine two barns on a hill - one was painted and the other was not. After five years, which one will look better?
 - c. As mentioned on the flip chart, we have all different types to suit everyone's needs and preferences.

Tips for selling the Miracle Set

1. **One side** of the face application except they will do the foundation color all over. Explain that you want them to feel for themselves the differences rather than just listen to your explanation AND, that they'll look normal when they leave. (Leave on eye makeup - can do that with them at their Personal Makeover Session at their follow-up appt.)
2. **Reasons**
 - a. Customer feels for herself and **sells herself on it**.
 - b. **Shows how the product works together** as a system - apply foundation on both sides of the face.
 - c. **Look and feel** for the differences before color is applied.
 - d. Have them note how foundation moves or doesn't move when applied to the side that hasn't been prepared.
3. If you like what you see, I'm sure you would agree it's important to maintain that and prevent future damage. If you don't like what you see, wouldn't you agree that what you're currently using is not giving you the results you want? You have nothing to lose by trying our 100% guaranteed product line!
4. **Objection - "Costs too much"**
 - a. Do a price comparison...with competitive prestige brands and discount store brands, per ounce they've found they're getting a better value with our products, and, of course, much better service...and the 100% satisfaction guarantee.
 - b. Lasting 4-6 months, the Basic costs you about .35/day.
 - i. Compared to my habits that cost more than that. - Coffee, candy, etc.
 - ii. For 7 more benefits that you'll get with the Daily Dozen Miracle Set, you'll pay .70/day.
 - iii. Health care, not an indulgence. Skin is the largest organ of our body...and one of the most visible.
5. **Objection - "I only want the (one piece of the skin care)"**
 - a. Review the importance of closing the fact that we sell the products as a set. They work together.
 - b. Just like making a cake - you won't get the results if you leave out the flour or the sugar. The reason you love the way this product looks and feels is because of what you did to prepare your skin prior to its application - cleansed, exfoliated, toned, and hydrated.
 - c. I'm not interested in a one time sale. I'm interested in teaching you about good skin care and giving you the results that you deserve - and hopefully you'll love it so much as a result, that you'll be my customer for a lifetime!
 - d. If you're not currently using the skin care. I can't just sell a cleanser, I can't just sell a moisturizer and I can't just sell a foundation.

Let them try as many of the products in the Ultimate Miracle Set as possible (What people try they tend to buy. A picture doesn't sell.)

1. The more you show, the more you'll sell.
 - a. Day or Night Solution
 - b. Firming Eye Cream
 - c. Satin Lips
 - d. Visibly Fit Body Lotion
2. You may only get one chance to sell to them - I want them to know the variety I have to offer.
3. Hostess could do satin hands and satin lips prior to class and perhaps the Visibly Fit Body Lotion.
4. Don't want to overwhelm with too much information, but also don't want to seem as if we're holding back to be cheap.

Objection - "I don't use skin care - I'm a color freak!"

1. (Just before getting into color) Your color is only going to look as good as the skin that's underneath it.
2. Color looks more natural - when the skin is properly treated underneath. It tends to look like it's coming from within rather than something that's just been placed on top when you're using a good skin care routine.

1. Now that you're feeling great, you're all probably wondering a few things:
 - a. How quickly can I get it? Good news! Tonight!
 - b. How can I pay? Cash, Check, MasterCard, Visa, Discover, or a little of each.
 - c. How much does it cost? Well, I'd like to show you some of the most popular sets that women like to get started with when they start using Mary Kay.
 - i. Go through the Ultimate Miracle Set and work way down. Consider offering a gift with purchase with the purchase of a Miracle set or above.
 - ii. Otherwise, I don't give a gift with purchase to skin care class guests, current pcpr, or concealer, or powder, or VFBL.
 1. (There is an optional **Travel Roll-Up Bag** insert included with the Beauty books if you choose to do that close)
 2. The Travel Roll-Up Close
 - a. Offer the Travel Roll-Up Bag with the purchase of four sets as a special gift from the Consultants - A great idea!
 - b. Have a roll-up bag packed for each guest and present it to her when doing the close
 - c. I count the Ultimate Miracle Set as 3 sets, Basic, Day/Night, and MDAB - add a 3rd set and get the bag free (\$189)
 - d. If they like the travel bag, but don't purchase four sets they can earn that as their hostess credit value (\$40).
 - iii. Love The Closet Close!
 - iv. Individual Consultation - an ESSENTIAL element of the skin care class.
 1. Everyone deserves your one-on-one attention. And, everyone deserves to not have to discuss their finances in front of their friends and family.
 2. Before the class begins, ask your hostess where you can set up a place to meet individually while she serves her snacks - no matter what the space available.
 3. Seat yourself at or below eye level from your customer so as not to intimidate or overpower.
 4. Closing questions:
 - a. Did you have a good time?
 - b. How does your skin feel? (Touch face and nod while asking)
 - c. Which part of the Ultimate Miracle Set did you enjoy most? (Have the Ult. Miracle Set and Roll-Up Bag with you at closing)
 - d. What would you like to take home with you today?
 - i. Write down her choice - respond "great"
 - ii. Ask her if there is anything else
 - iii. Suggestive sell matching items (concealer to go with skin care, powder to set skin care, base your suggestions on her profile card.)
 - e. If she doesn't purchase the skin care ask:
 - i. I am just curious, if you were able to get the skin care set for little to no \$ would you use it?
 - ii. I have a really great way for you to get the TimeWise set, and, with your permission, I'd love to tell you about it. All you need is at least two other people other than yourself, and you can earn hostess credit at your skin care class. You'll receive 10% of the sales in free product... 15,20% and even better, if you take \$54 in outside orders prior to your class, I'll have the set for you as your gift to present you with at the beginning of the class. Do you know that's like taking orders for four people for mascara?!
 - f. Collect Payment - No matter what, get the sale and the booking before getting the recruit.
 - g. Package the product for her - (out of the Roll-Up Bag)
 - h. **SCHEDULE THE FOLLOW-UP APPT.**

Now we need to schedule your follow-up appointment and personal makeover session. Is there any reason why you wouldn't want to have it with a few friends and earn hostess credit? I think we'd have a lot of fun.

 - i. If not interested, explain why you have the check up.
 - ii. Give a Hostess Packet to her.
 1. Take outside orders - to see what she would like to receive free, and it's hers. (\$54 in outside orders = free skin care set)
 2. Guest List - email in the next 24 hours and receive a special gift.
 3. (Never schedule more than 2 weeks out) My hostess credit is based on booking out 2 weeks.

i. **RECRUIT**

i. **ASK EVERYONE** (that you find likeable - has a sense about her that she's more of a giver than a taker)

1. After watching me and hearing my story, could you ever see yourself doing what I do?
2. I understand you may think this is not for you, however, I would like to share the information with you.
3. I'm working to earn my car and I've been asked to share our company information with 3 sharp women this week.
4. I'm looking for some fun, people-oriented women like you to work with, and I'd really like to get your feedback.
5. If you hear the information and still think it's not for you, maybe you could keep the information in the back of your mind and be a talent scout for me...
6. No matter what, if you'll take 20-30 minutes to listen, I'd like to give you either \$10 free product (or an item you know she liked) as a thank you for listening and giving me your feedback...there's no obligation. Is there any reason you couldn't help me out? Which one would work better for you? Daytime or evening? Tomorrow or the next day?
7. Twist their arm to listen - (don't twist arm to be a Consultant)

j. Book the interview to be held that same day, or in the next two days.

- i. Don't wait until the next success event if it's not within that time period - seize the moment and be prepared!
- ii. **Always follow-up!**

k. **FOLLOW-UP WITH YOUR GUESTS IN THE NEXT DAY OR TWO**

- i. Did you have fun?
- ii. Any feedback since we got together
- iii. Anything you forgot to get for yourself?