

**THE KEY IS BOOKING FROM YOUR SKIN CARE CLASSES!!!!**

When you book your hostess, immediately say: “**\_\_(her name)\_\_, your first goal is to call me within 48 hours with your list of 5 yes's and their phone numbers. If you do this, you will receive a FANTASTIC gift that I know you will LOVE! You don't want to miss out on this - you will be so glad when you get your gift! I will take care of EVERYTHING else for the class! Doesn't that sound easy?**”

*I suggest a TimeWise Moisturizer pump or a previous PCP gift; both would save her time, which is of great value to her.*

Should you expect her to call you? **NO.**

\*\*\*Classes do not hold because the hostess has not invited anyone yet. It is important to send the hostess a postcard the DAY AFTER you book her class to remind her about getting you her guest list.\*\*\*

Your postcard should read something like this...

Dear \_\_\_\_\_,  
It was so nice to (meet/see) you last night and I am looking forward to your class on \_\_(day)\_\_ at \_\_(time)\_\_! If you have not called me yet with your guest list, I will be calling you on \_\_\_ (24 hours after you think she will receive the card)\_\_\_\_. However, if you call me first, you will *still* get your free gift! Also, don't forget that \$100 in outside orders will allow you to receive another \$30 of products FREE. I know you are going to be one of my best hostesses this month!  
Sincerely,  
(Your name)

Randi says to hand write and send on the generic postcards from the post office that already stamped.

\*\*\*Pre-profiling will not only help guarantee your guests will show up, but will save you both lots of time! Here is an example of a pre-profile dialogue:\*\*\*

“Hello! May I please speak with \_\_\_\_\_? Hi! My name is \_\_\_\_\_, and I teach skin care and make-up artistry with Mary Kay. I am teaching a class for your friend, \_\_(hostess name)\_\_ on \_\_(day)\_\_ at \_\_(time)\_\_, and she has told me you have a reservation! Is this true? Great! Do you have a minute?”

If NO, say: Okay, when would be best for me to call you back? In an hour or so OR would tomorrow be better (If it's not the night before). If she tells you she won't

be available to attend the class, thank her for her time, then call your hostess and have her replace her. OR if she sounds interested, but just can't come then you will want to offer her the chance to schedule a facial or maybe her own class where she can earn FREE product. MAKE THE MOST OF YOUR TIME!!!

If **YES**, keep going!

**“Well, \_\_ (Guest’s name) \_\_, to save you time on \_\_\_\_\_ (the day of the class), let’s gather some basic information so I can be prepared before the class starts with products just for you! You will have your own tray personalized with your name and colors. How does that sound? “**

By gathering this background information, you will:

- 1) Be best prepared for the specific products for each guest
- 2) Have everything prepared BEFORE the class even starts
- 3) Make each woman feel special by personalizing her tray

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It is essential for your guests to know you value their time. By spending a few minutes on the phone with her tonight, you can save her bundles later! The following questions will help you to determine which products to bring to the class. Each question is followed by a “yes” or “no” answer and explanation.

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**Q: “Are you presently using Mary Kay’s TimeWise, Velocity, or Basic Skin Care system?”**

If **YES**, then say: **“Do you already have a Mary Kay consultant servicing you and are you contacted by phone or by mail from her every 3-4 months? (4-6 for personal contact –be generous) At \_\_ (hostess’s name) \_’s class, you may purchase anything you would like and may also schedule a follow-up appointment, but you will want to go back to your Consultant after that appointment. I’ll have a special on \_\_\_\_\_ (the day of the class) for people on Mary Kay skin care. When you spend \$50, you may purchase another item at half price! Isn’t that great?”**

IF **NO**: say **“Okay.”** then keep going...

**Q: “Do you like simplicity –less is more, or do you like variety- you like to see and try new products?”** (Write this down on the profile.)

*This is important for future bookings and service with new products. Make sure you tab the variety girl so that you may call these customers first whenever new products are introduced.*

**Q: “Is your skin dry, normal, combination, or oily”** (be as specific as possible)  
(Mark this on the profile.)

Q: **“Is your skin tone ivory, beige, or bronze/ebony?”** (If they are not sure, then ask them if they would think of themselves as fair, medium, or dark skin toned.)

(Mark this on the profile.)

Q: **“Do you prefer?”**

- A) **A liquid makeup that does not rub off on your clothing?**
- B) **A creme to powder or**
- C) **A very sheer look?** (If they choose this one then say: **Would you prefer a dual coverage pressed powder to match your skin tone or a tinted moisturizer with an SPF of 20?**)

(Side note- If they are dry and choose a liquid then give them FULL coverage. If they are normal, combo, or oily and choose a liquid then give them MEDIUM coverage. If they choose crème to powder or a very sheer look then use the chart at the bottom to match their foundation and then look at the Total Conversion Chart to see which of the others you would give them to try.)

Q: [Call her by name here] **“Do you...”**

- a) **Burn and never tan (05)**
- b) **Burn and gradually tan (04)**
- c) **Gradually tan (00)**
- d) **Instantly tan (02)**

(Write this on the profile.)

This helps you know what sets to bring. Customize to their skin type, etc.

Q: **“What would you like more help with, skin care or glamour?”**

Skin Care: **“If we could improve your skin in any one way, how would you want it improved? (Write this on the profile.) We will be focusing on skincare at this first appointment and I am looking forward to sharing how Mary Kay will help you with \_\_\_\_\_ (her concern). We will also be doing a “Dash & Go” look in vanilla or chocolate. Which do you prefer? (Write this on profile.) This look will include a soft shadow and lip-gloss and I will show you how to have a healthy glow with our bronzing powder! For lips, do you like pinks or browns? (Write this on profile.) However, on \_\_\_\_\_ (day), we will be setting up individual glamour appointments where our Professional Makeup Artist will create a computerized look specifically for you! I will show you the correct application techniques according to your eye and lip shape! I am looking forward to meeting you in person! Do you have directions? (If it is at your house, give directions. If at hostess’s house, then have directions to give her that you have gotten from the hostess. If at your training meeting, then give her directions there.) Have a great day/evening!”**

Glamour: **“Which are you more interested in: eye-defining techniques or blusher techniques? (Write this on profile.) Okay. \_\_ (call her by name) \_\_, at this first appointment we will focus on skin care and also be doing a “Dash & Go” look in vanilla or chocolate. Which do you prefer? (Write this on profile.) This look will include a soft shadow and lip-gloss and I will show you how to have a healthy glow with our bronzing powder! For lips, do you like pinks or browns? (Write this on profile.) However, on \_\_\_\_\_ (day), we will be setting up individual glamour appointments where our Professional Makeup Artist will create a computerized look specifically for you! I will show you the correct application techniques according to your eye and lip shape! How does that sound? Super! If you are as excited as I think you are, we could set up that appointment right now to save you time on \_\_\_\_\_! What do you think?**

If YES, then say: **Which is better for you-the beginning of the week or the end of the week? This Monday or next Monday? OR Thursday or Saturday? (You only give her choices of when you have scheduled to work your Mary Kay business). Is day or evening better? Day- 10 or 10:30 OR Evening- 6 or 6:30 Is this week or the following week better for you? I can’t wait to meet you in person! Do you have directions? (If it is at your house, give directions. If at hostess’s house, then have directions to give her that you have gotten from the hostess. If at your training meeting, then give her directions there.) Have a great day/evening!”**

Once you are off the phone, you are going to transfer all the following information to the back of her tray:

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*Name*  
*Simplicity or Variety*  
*Dry, Normal, Combination, or Oily*  
*Ivory, Beige, or Bronze/ Ebony*  
*Skincare or Glamour*

Include the following items:

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*Eye Primer*  
*Vanilla or Island Bronze Eyesicles*  
*Blush- use the Bronzer with cotton balls*  
*Choose lip-gloss according to her preference*

The night of the class, have each guest do only the right half of her face. She will see a difference from the cleansing throughout the rest of the class. Have them stop and look in the mirror. This will create the illusion of a face-lift. Say:

**“We are doing only one half of your face today so that you may compare your current skin care regimen to Mary Kay’s. You will be leaving your eye makeup on today. We will use eye primer and Eyesicles over your eyeshadow. Eyesicles are great for evenings and are a quick fix anytime. After you use the cleanser, take a look at your face (face lift!).”**

This will sell the Basic right then and there.

(Let them know that they will be able to do the other half their face while you are helping them each individually at the end of the class. When there is nothing left to do, people leave. This is soooo smart. Thanks again to Randi!)

**Use the Skin Care Class Outline to help you during the class.**

**Table Close-see copy.**

**Thanks to Belva Fritz for this chart!**

<i>Do you burn and never tan?</i>	<i>Ivory 105 Beige 305</i>
<i>Do you burn and tan gradually?</i>	<i>Ivory 104 or 204 Beige 304 or 404 Bronze 504</i>
<i>Do you gradually Tan?</i>	<i>Ivory 100 or 200 Beige 300 or 400 Bronze 500 or 600</i>
<i>Do you tan Instantly?</i>	<i>Ivory 202 Beige 302 or 402</i>

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**Created by Karen Whitehead from Randi Stevens' Directors Training in Dallas, TX, December 2006**