

**USING THE NEW FLIP CHART FESD, Lori Schneider
Career Conference 2006
Madison, WI**

1. find your own style in **selecting which of the bullet points** you'll want to include.
2. There are words in **PINK** that will help you find the key points that the company recommends. Some of you might choose to simply use those words and the visual symbols in presenting your classes, while others will read word for word. There is no one way to go about doing this.
3. It's nice and easy for customers to follow along with the matching pictures.
4. how to hold the flip chart, practice turning the pages. Write a note on the back – "flip forward"
5. With repetition, you'll also find that you've just about memorized what's on each page.
6. Book and hold a perfect start, and you'll soon feel very confident in using this new flip chart to your advantage and to your customer's advantage. Book 8 to hold 5 in 2 weeks.

Some of my favorites that I have written in my flipchart:

- a. **Page 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(consider this as 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 also be earning **hostess credit**
She will receive – 10, 15, 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 - is my preference because it promotes bookings from your appts. I close the party that night.
"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're 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!
"\$" 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 **web-site** where you can shop 24/7.
- b. **Page 5: After telling about the 100% guarantee:** "How many of you have a junk drawer, junk box, or junk closet full of cosmetic buying mistakes? Today I hope to put an end to that – with our 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 MK 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!
- c. **p. 7 Miracle Set** is like the Fountain of Youth in a Bottle -

- d. **p. 7 Though it's not a prescription**, I consider this to be the medicine of MK –
- e. p. 7 These products are all about **prevention** – it's better to be proactive than it is to be reactive when it comes to skin care – so no matter what your age, these are all great products.
- f. **P. 7 Out of the 12 benefits in the Daily Dozen, which of these excites you most?**
- g. **Night Solution – p. 10** Vitamins A, C, and E, and collagen-boosting peptides

ii. Recruiting

1. I Story – p. 4
 - i. Background – career, family
 - ii. What intrigued you to get started – MRSFCAB, company philosophies
 - iii. Why you enjoy it now.
 - iv. **Goals** you are working toward – people enjoy being a part of something that is bigger than themselves. **Picture on the flip chart.**
 - v. **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.
 - vi. 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.

2. The objectives of the skin care class are to help Independent Beauty Consultants that I'll discuss today are – selling Miracle Sets, bookings follow-up appointments and recruiting.

i. Sell the Miracle Set

1. Tips for selling the Miracle Set –

- a. one side of the face application except they will do foundation and 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 appointment.
 - i. **Reasons** –
 1. customer feels for herself and **sells herself on it**
 2. **shows how the product works together** as a system – apply foundation on both sides of the face.
 3. **look and feel** for the differences before color is applied.
 4. have them note how foundation moves or doesn't move when applied to the side that hasn't been prepared.
- b. Create dissatisfaction –
 - i. Finding a need - our business is about finding a need and then providing a solution for that need.
 - ii. **Preprofile** – what if anything would you like to change about your skin? When we get together, what are you interested in learning from me? Create curiosity....
 - iii. **look in the mirror.**

1. Identify areas for themselves they would like to see improved. They may or may not share them aloud – so be sure to watch and listen carefully. WE SHOULD BE SENSITIVE TO OUR CUSTOMERS AND NEVER POINT OUT THE AREAS THAT WE THINK THEY NEED TO IMPROVE. Creates distrust and defensiveness.
2. 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!

c. **Have the sets on display**

- i. Operate out of the Travel Roll-Up Bag
- ii. Have the Miracle Set Bag on display also

d. **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.

- i. The more you show, the more you'll sell
 1. day or night solution
 2. firming eye cream
 3. satin lips
 4. visibly fit body lotion
- ii. You may only get one chance to sell to them – I want them to know the variety that I have to offer.
- iii. Hostess could do satin hands and satin lips prior to class and perhaps the VFBL
- iv. 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.

e. **Overcome skin care objections:** * overcome them in advance – during the presentation or when closing the sets. Listen and respond, but not immediately so as to cause them to be defensive.

i. **Too much time – p. 12**

1. time it takes to brush and floss your teeth.
 - a. The TimeWise Basic is like brushing your teeth.
 - b. The Miracle Set is like flossing your teeth.
 - c. And the Ultimate Miracle Set is like polishing your teeth.
2. If you don't take the time, time will take you!
3. You can replace your hair, you can replace your teeth, but you can't replace your skin.

ii. **Costs too much – p. 13**

1. 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 product, and, of course, much better service....and the 100% satisfaction guarantee.

2. Lasting 4-6 months, the Basic costs you about .35/day.
 - a. Compare to my habits that cost more than that. Coffee, candy...
 - b. For 7 more benefits that you'll get with the Daily Dozen Miracle Set, you'll pay .70/day.
 - c. Health Care, not an indulgence. Skin is the largest organ of our body....and one of the most visible.

iii. Use Brand X – p. 6

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 results – change the prescription rather than just using it because it's there.
2. Pre-profiling very important – find out ahead of time what they're using and how they're using it.
3. Are they using the 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”

iv. I don't wear make-up – p. 12

1. Skin care is not make-up. Consider it to be more like health care.
2. Make-up is icing on the cake. Not a necessity. Skin care is.

v. I don't use skin care – I'm a color freak! P. 15

1. Just before getting into the 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 its coming from within rather than something that's just been placed on top when you're using a good skin care routine.

vi. I don't wear foundation – p. 12

1. 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're either wearing pollution or protection. After understanding it that way and realizing there was a color and type that fit me, I decided foundation was a good idea. It's not like the girls I went to h.s. with that had orange all over their clothes – ours is a transfer-resistant formula.
2. Imagine 2 barns on a hill – one has been painted, the other has not. After 5 years, which one will look better?
3. as mentioned on the flip chart: we have all different types to suit everyone's needs and preferences.

vii. I only want the (one piece of the skin care) – p. 13

1. Importance of closing the fact that we sell the products as a set.
2. 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.
3. 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!
4. If you're not currently using the skin care, I won't just sell a cleanser; I won't just sell a moisturizer; and I won't just sell a foundation.

ii. Book the follow-up appointment

1. The flip chart refers to the follow-up appointment to help you when booking.
Picture of a book on the chart
2. Put **stickers** on the flip chart p. 5, 11, 12, 13
3. **Mention** the many **reasons why** they need to see you again throughout the appt.
Don't give them EVERYTHING there is to know about our products at the first appointment.
- a. Dangle the carrot – I can't wait until you're next appointment...we're going to have fun trying..... Next appt we'll try facial highlighter. At your next appt I can't wait to show you how our bronzer works.
At your next appt. I'll show you the benefits of using an eyebrow pencil.
You'll love it!
- b. 3rd time is the charm...each time you get in front of a customer, you are building a potentially lasting relationship. A person is more apt to consultant-hop if you have only spent one appointment with her.
- c. A person who is not an impulsive buyer, may decide to buy after the 2nd or 3rd appointment.
- d. Shows that you really do stand behind your product and your word. Professionalism.
- e. When you keep saying it throughout the presentation, they're expecting to schedule it at the end.
- f. Overcome Booking objections before they come up – find a need/create a need!:
 - i. The Name Game – getting names of people they can invite
 - ii. Show the benefits – treat the hostess like a queen – Nancy Castro's idea from a few years ago.
 - iii. Show the free product that your hostess has received.

iii. Recruit – fruitful businesses multiply themselves.

1. keep the class presentation simple so it looks possible, relatable, easy
2. have fun
3. attractive – connect with the people at the class – build relationships
4. Ask! Invite!

B. My remarks about the Table Close and ONE-ON-ONE CONSULTATIONS.

C. Table Close

1. Intro to the Table Close – compliment time is great
 - i. P. 17 Now that you're all feeling great, you're all probably wondering a few things:
 1. How quickly can I get? Good news! Tonight!
 2. How can I pay? Cash, check, Mastercard, Visa, Discover, or a little of each.
 3. 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. ..
 - a. Go through the Ultimate Miracle Set and work way down. Consider offering a gift with purchase with the purchase of Miracle Set or above.
 - b. Otherwise I don't give a gift with purchase to skin care class guests. current pcp, or concealer, or powder, or VFBL
2. There is an **optional Travel roll-Up bag** insert included with the Beauty books if you choose to do that close.
3. the Travel roll-up close is also **demod in the Skin Care class DVD** as an optional segment. This is my preference because it showcases more product variety so there's something for everyone. (Elisa)
 - i. Holly offers the travel roll-up bag with the purchase of 4 sets as a special gift from the consultant - great idea.
 - ii. Have a roll-up bag packed for each guest and present it to her when doing the close –
 1. sets that I've packed in mine. – not the lip set or blemish set. \$509.50 retail.
 - iii. I count the Ultimate Miracle Set as 3 sets – Basic, Day/Night, and MDBA – add a 3rd set and get the bag free. (\$189). buy roll-up filled consider: buy 7 sets, get 2 free
 - iv. KISS and use the materials the company gives us – don't bring extra sheets along. If you offer a special, have your customers write it on that sheet.
 - v. If they like the travel bag, but don't purchase 4 sets, they can earn that as their hostess credit - \$40 value.
4. **Love the closet close** – first class was afraid to do it – not comfortable for me----then someone bought \$100 in skin care and said it was because of the closet that she gave herself permission to purchase.

D. 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 the space available
3. Seat yourself at or below eye level from your customer so as not to intimidate or overpower.
4. **Closing Questions:**
 - i. **Did you have a good time?**
 - ii. **How does your skin feel?** Touch face and nod while asking
 - iii. **Which part of the Ultimate Miracle Set did you enjoy most?**(have the Ultimate Miracle Set and Roll-Up Bag with you at the closing.)
 - iv. **What would you like to take home with you today?**
 1. write down her choice – respond great – no matter what and start writing
 - a. ask if there's anything else –
 - b. suggestive sell matching items.....concealer to go with skin care, powder to set skin care, base your suggestions on her profile card.

2. if she doesn't purchase the skin care ask:
 - a. I'm just curious, if you were able to get the skin care set for little to no \$ would you use it?
 - b. I have a really great way for you to get the TW 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 from 4 people for a mascara?!
 3. collect payment - no matter what, get the sale and the booking before getting the recruit.
 4. Package the product for her – out of the Roll-up Bag
 - a. Have a Roll-Up Bag packed for everyone at the class – present to them to look at during the table close –
- v. **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/have a ball.
1. If not interested, explain why you have the check-up.
 2. Hostess Packet to give her.
 - a. Take outside orders = to what she would like to receive free, and it's hers. \$54 in outside orders = free skin care set.
 3. Guest list – e-mail in the next 24 hours and receive a special gift.
 4. Never schedule more than 2 weeks out. My hostess credit is based on booking out 2 weeks.
- vi. **RECRUIT**
1. **ASK EVERYONE that you find likeable- has a sense about her that says she's more of a giver than a taker–**
 - a. After watching what me and hearing my story, could you ever see yourself doing what I do?
 - b. I understand you may think this is not for you, however, I would like to share the information with you.
 - c. I'm working to earn my car and I've been asked to share our company information with 3 women this week.
 - d. I'm looking for some fun, people-oriented women like you to work with, and I'd really like to get your feedback.
 - e. 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...
 - f. 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 would work better for you? Daytime or evening? Tomorrow or the next day?
 - g. Twist their arm to listen – don't twist arm to become a consultant
 2. **Book the interview to be held that same day, or in the next two days.**
 - a. Don't wait until the next success event if it's not within that time period – seized the moment and be prepared!
 - b. Always follow-up!

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

Did you have fun?

Any feedback since we got together?

Anything you forgot to get for yourself?