

## **WORKING "FULL CIRCLE" at A TimeWise "PLUS" CLASS**

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A TimeWise "PLUS" Class (or Facial) is when the TimeWise Skin Care Line **AND SUPPLEMENTS ARE DEMONSTRATED** (Miracle Set/Eye Firming Eye Cream or TW Repair Set PLUS Satin Hands and Satin Lips, Foundation Primer.

The Day Solution and TW Firming Eye Cream (or TW Repair Lifting Serum and Eye Renewal Cream) are demonstrated on only one side of the face for comparison. Eye make-up is not removed. Color Cosmetics are saved for the second appointment. Only cheek and lip color are applied at the end of the class. Emphasis is on skin care and supplements with no instruction on glamour application.

Goal of a Time Wise Plus Class is to increase Time Wise and Supplement Sales. To schedule a **second facial** for a color consultation and a microdermabrasion treatment and to turn the **second appointment** into a class/party and work **full circle**.

Note: The Time Wise Plus Class promotes different sets and the supplements are actually demonstrated ON THE FACE. This class is particularly effective for women who are 20 plus years and older. **Note: Instead of using the Beauty Book for them to follow along you will be using the TW Class product information sheet. Provide each guest with her own copy so she can follow along). You will also be introducing and demonstrating supplements (TW Firming Eye Cream, Day & Night Solutions, Satin Lips Mask & Balm).**

(TW Product Information Sheet is available on our website @ [www.tamrawillingha.com](http://www.tamrawillingha.com) (under Mary Kay University > Class #5, Class Procedure).

### **PACKING FOR THE CLASS**

Check List: black trays, disposable trays, tray insert sheet , and demonstration products (Satin hands and Satin Lips products, TW Cleansers, Moisturizers, TW Eye Firming Eye Cream, Day/Night Solutions, Liquid foundations, Foundation Primer). Wash cloths for each guest, cheek and lip color, applicators, cotton, Beauty Book or Look catalogs, customer profiles, sales tickets, Time Wise Class Product Information Sheet handout and Create a Roll-Up Bag Closing Sheet, Beauty of Friendship Sheet, Bonus Sheet, pens, date book, calculator, bank bag, recruiting material/marketing packet, hostess packets and Mystery Gift Bag (for 2 bookings). **For display:** Miracle Set in its bag (or TW Repair Set in Box). Roll-Up bag with Miracle Set/or TW Repair Set, Satin Hands & Satin Lips. Note: This Roll-up Bag is for display. You do not "demo" products from this bag. It is exclusively for romancing the product at your "close". You will also want to take inventory with enough skin care products and supplements for number of guests attending.

## **COACHING YOUR HOSTESS BEFORE THE GUESTS ARRIVE**

When you arrive ask your hostess if she is serving refreshments. If so, suggest she wait until you have finished the Class. When you are introducing the “Beauty of Friendship” is her “cue”. She can serve refreshments while you are meeting with each guest personally (individual close). Before class begins, select an area away from the table where you will be conducting facials to sit with each guest and “close”. (Note: Ask if anyone is in a hurry and work with her first. If no one is “rushed” to leave, pick your most enthusiastic guest and ask her to remain at the table with you so you can go over her beauty book with her (see individual close). If this is not possible, ask each guest to join you (one at a time) in a separate place (away from the table) so you can proceed with your **individual close**.

Let your hostess know that you are always looking for sharp women who might be interested in having their own Mary Kay business. Ask her if anyone is coming tonight that she thinks might be good in the business. Look at her, smile, and say, “\_\_\_\_\_, have you ever thought of being in the beauty business? Why don’t you watch what I do tonight and see if this is something you might enjoy.”

Note: If this is her “**color appointment**” which you have turned into a class you will want to arrive early enough to do a quick review...Cleanse, microdermabrasion treatment, then follow with steps from her appropriate skin care line (Miracle Set or TW Repair). You can be setting up for the class as she is going through the steps. Sit down to be at eye level with her and take a few minutes to explain each time you take her to the next step (eye color, cheek color, etc. ). While she is applying one step, you can continue to set up trays, etc. for guests. Return to take her to the next step, and then continue set up. .

## **SET UP PROCEDURE**

When demonstrating the Miracle Set, before guests arrive, dispense Day & Night Solutions, TimeWise Firming Eye Cream, Foundation Primer, Satin Lips mask and balm. After guest completes Customer Profile, dispense the correct formula of TW Cleanser and Moisturizer, depending on their skin type. (Note: If you have “Pre-profiled” the guests you can go ahead and dispense the appropriate products on her tray. **Select and dispense the Foundation shade.** (Remember to write shade on Customer Profile card.) When demonstrating TW Repair, you can go ahead and dispense all of the products since the same formula is appropriate for all skin types. Tray inserts @ [www.tamrawillingham.com](http://www.tamrawillingham.com) >MKU >Class 5.

Note: Have two very pretty bags with tissue and ribbon on display (one a bit larger and “fancier”) You can put a past PCP gift in it or any gift of your choice. You will let the guests know during the party that these are special “Mystery Gifts” which they can help their Hostess receive when (smaller one) 2 people schedule their own appointments today to share with friends. If everyone (or at least 4 book) the hostess will receive the Super Sized Bonus Gift when the parties are held.

## **WHEN THE GUESTS ARRIVE :**

Greet guests as they come in by introducing yourself and demonstrating Satin Hands. You can ask your hostess to assist you. At this time you will want to select the foundation using the foundation shade selector.

## **CLASS OPENING**

*Welcome! I am so glad that you joined us today and I am really looking forward to sharing Mary Kay's award winning skin care line with you. I want to thank \_\_\_\_\_, our beautiful hostess....for sharing her friends and family with me today.*

*I'd love to go around the table and ask each of you to share how you know our hostess, \_\_\_\_\_, and what you admire most about her.*

*I want you to know that you are also helping me today. Mary Kay has asked me to get 30 opinions this month from women who are using something besides our product line. So I'm looking forward to your feedback and learning how our products compare with the ones you are already using.*

*Before we begin our facials, I would like to tell you just a little bit about me and the reason/s I became a Mary Kay Beauty Consultant. (Incorporate your 3 min. "I-Story" – Note: for guidelines on Creating your I-Story go to [www.tamrawillingham.com](http://www.tamrawillingham.com) Training r> click on MK University, Class #5, and print "How to Create Your "I-Story".)*

After your opening & I-Story" continue with: *If this is the second appointment (color consultation) for the Hostess..say, Before you arrived, \_\_\_\_\_ and I did a special color make over for her and tonight she is wearing the \_\_\_\_\_ Look from our Look Catalog (If she qualified for the customized color consultation, mention that (your hostess) received a special **customized** color consultation, you can hold up the face map and mention that these application techniques & colors have been customized to her eye shape, face shape using colors that enhance her particular coloring. Mention she also received a complimentary microdermabrasion treatment. This same treatment would cost anywhere from \$75-100 at the dermatologist. I want to mention that each of you are entitled to receive two facials. Your initial facial today and a **color consultation & micordermabrasion** treatments within the next couple of weeks. The first facial today will introduce you to Mary Kay's famous skin care line and skin care supplements. Of course, we will give you a "dash out the door look" with a little cheek color and lip color before you leave.*

*Because everyone has different coloring, face shapes, and color preferences, we will do your individualized color makeover at your **second appointment** with specific application techniques for your face shape, eye shape, skin tone and personal preferences. We can schedule your color appointment before you leave tonight. I'm going love helping you get that perfect look which will bring out your best!*

*Playfully say...You know, at every party we are always looking for 3 types of women...To begin with, we are looking for women who will fall in love with our product and choose to take advantage of Mary Kay's proven method for more beautiful skin by becoming Mary Kay customers. These women will enjoy the benefits of having their own personal beauty consultant and the Company's 100% guarantee @ very competitive prices. We also love meeting women who like to party. (smile) ...By that, I mean love getting together with girlfriends and or family members and hosting a Girl's Night Out" with facials and pampering for everyone. For these women we have some great sharing bonuses. And, of course, we are looking for women who would love to make an extra \$50-75 per hour in their spare time with no quotas or bosses by having their own Mary Kay Business. If you like what you see and experience today and are interested in earning additional income in your spare time, let me know and I'll be happy to send some information home with you about how you can become an independent Mary Kay Beauty Consultant*

*Ok, before we get started, I'd like share some things that happen when you choose to use Mary Kay Products. I know you can get good products anywhere. What I will tell you, is that when you have me as your beauty consultant, I will help you create the perfect age-fighting beauty routine that fits your lifestyle, & I'll keep a file of what you love & need. No more standing in the cosmetic aisle reading the backs of boxes for 3 hrs. No more buying 5 moisturizers to get a halfway decent one. No more buying 5 mascaras to find one that doesn't clump. With Mary Kay, you get exactly what you love, because you try before you buy. And if you get home & change your mind, we have a 100% satisfaction guarantee, no questions asked, nothing out of our pockets, because our company sends me a brand new product FREE!*

*When you run out of your products or if you need a new beauty fix, I'm just a phone call, email, or text away. And I know exactly your color, your formula & which samples to add to your order....complete with fun surprises & gifts with purchase. So, no, I can't tell you that Mary Kay has every color & product you've ever seen in a magazine, but I will tell you.... you'll never have to think about what to get for which concern, & what order to put it on in, because I'll do all that for you. And I'll deliver it to your home or office.*

*Mary Kay products consistently deliver the benefits women want at the prices they can afford. Plus....you can shop 24/7 on my website. Simply hit enter.....and magically I appear."*

*"Did you know that when you wash your face with Mary Kay, you are directly investing in a locally-owned woman's small business, and the money you choose to spend with me goes right back into our local community?"*

*And did you know that when you wash your face with Mary Kay, there are women and families safe tonight in shelters all across the US, because just this past year the Mary Kay Ash Foundation granted 150 domestic violence shelters \$20,000 each---a total of \$3 million. We also donated over \$1.3 Million to cancer research to find a cure for cancers affecting women. In addition, we've recently partnered with the Don't Look Away Campaign, a 24/7 text-for-help dating violence hotline. A woman can simply text 22522 and find someone at the other end to support her."*

*"Our company was created by Mary Kay Ash who realized women needed an opportunity to achieve financial success while balancing their lives. She wanted to give women a chance to be paid what they're worth without sacrificing their priorities of faith and family, and living by the Golden Rule. Celebrating 52 years in business, we are debt-free, privately owned, in 35 countries worldwide, with global sales of over \$4 Billion a year!"*

*Mary Kay is made in the USA, it's an environmentally-friendly company, with 0% landfill at our Dallas manufacturing plant, and Mary Kay planted over 200,000 trees in the Bitterroot Valley from our corporate recycling program.*

*Mary Kay spends more money on Research and Development on our products than that of the next 2-8 leading cosmetic companies combined. We have not animal tested for over 30 years!"*

*As I mentioned earlier, we will be focusing on skin care today. You will be able to see and feel for yourself the benefits of Mary Kay's famous skin care line. When we are finished with the demonstration I will be meeting with each of you for an individual consultation to give you a (LOOK book) to take home with you (hold up the Look, but do not hand it out). I will mark off the products you used here today. I'll be able to answer any questions you have and we can set a convenient time for you to receive **your customized color consultation** and microdermabrasion treatment I promised.*

*Before we begin I'm going to give each of you a list of the products you will be experiencing today. (depending on which skin care line you are demonstrating, distribute Time Wise Class Product Information handout or Time Wise Repair Information Sheet) Reminder, this handout is available at [www.tamrawillingham.com](http://www.tamrawillingham.com) >training center> Mary Kay University, class #5). *As we go through the steps today you will be able to follow along with me and read about the exciting benefits you will be receiving as you apply each product.**

**DEMONSTRATE THE PRODUCT AS FOLLOW: (referring to the TW Class Product Information handout to describe benefits):**

1. Guests cleanse entire face (omitting eye area) with Time Wise Cleanser
2. Demo Satin Lips Mask & remove with washcloth – allow a couple of minutes for lips to dry
3. Apply Satin Lips Balm
4. Guests apply Day Solution (to right side only if they are right handed, left side. if left handed). Demonstrate Night Solution on the back of the hand as you talk about the benefits. Refer to product information sheet as you discuss the increase in percentages by adding the Day & Night Solutions to the Time Wise Skin Care System.
5. Guests apply TW Age Defying Moisturizer to entire face.
6. Guests apply Time Wise Eye Firming Eye Cream only to one side, under eye area, (same side as Day Solution) (refer to product information sheet for facts).
7. Apply Foundation Primer

Before applying foundation I always say, “Ok, now I am going make a little disclaimer before I introduce you to our amazing liquid foundation with anti-aging benefits. It is so much more than a foundation, it is enriched with vitamin E and will also nourish your skin as well as protect it. After you put this on, you are going to look at your face and say...”I have to have this Foundation”. Here’s what I need to say, one of the reasons your face is going to look so smooth and flawless is because of the steps that proceeded the foundation. Your skin was prepared to have the foundation’s finishing touch. It’s the final ingredient in the recipe for great skin. I don’t want to mislead you by having you expect our foundation alone or mixed with other products to give you the same look and feel that you will see in the next few minutes.

8. Apply Foundation

Note: if Demonstrating Time Wise Repair Products:

1. Cleanse face with Time Wise Repair Cleanser (have a small cup of water or small spray or small spray bottle of water to use with cleanser.
2. Demo Satin Lips Mask & remove with washcloth.
3. Follow Up with Lip Balm
4. Guests apply TW Volu-Firm Lifting Serum to only one side of face.
5. Guests apply TW Volu-Firm Day Cream to entire face –Night Cream can be applied to throat or top of hand.
6. Guests apply TW Volu-Firm Eye Renewal Cream under only one eye (same side as they applied Lifting Serum).
7. Apply Foundation Primer (**Mention same foundation “disclaimer” above**)
8. Apply Foundation

*I want to mention again that at your **customized color consultation** I will be working with you so we can customize a great makeover for you with our incredible Mineral Powder colors and our vitamin enriched lipsticks. Today I will give you a “dash out the door look” with some cheek and lip color . I’m looking forward to getting together with you again so we can spend some time playing with color and application techniques which will be perfect for **you**.*

Demonstrate bronzer, sunny spice cheek color or some other neutral cheek color (both of these work on most everyone) and a neutral lip color or lip gloss.

## **CLOSING DIALOGUE FOR YOUR CLASS**

*(Note: It is suggested you really learn the following dialogue for Successful Results)*

After they have applied lip and cheek color, say, *There you have it, our simple Miracle Set (Or TW Repair Set) Products & supplements. As a matter of fact, our Miracle Set (and TW Repair) have been given the prestigious Good Housekeeping Seal of Approval. At this time, take a moment to touch your face and experience how soft & smooth it feels. Isn't it exciting that after only one application, you can feel the difference. Look at the side where you used the skin supplements. Doesn't it look like you've had a mini "face-lift", particularly under the eye area! Imagine what an improvement you will be able to experience after a few days of using this incredible skin care program. By consistently using these products you will love the results you will be experiencing in the next few weeks."* Put your hands up to your face and say *"You know, we'll be wearing this for the rest of our lives! Doesn't it make sense to take the steps for good skin care so that 5, 10, 15 years from now, we are looking younger than our years."* As I mentioned earlier, we will be scheduling a **customized color consultation** for your personalized glamour consultation and free microdermabrasion treatment I can't wait to have you experience the dramatic results of the microdermabrasion products as well as help you select a great new look for your makeover and show you some special application techniques!

### **TABLE CLOSE:**

*As we wrap up our skin care class, I would like to mention again that I will be meeting with each of you individually in just a few minutes so I can go over your Look Book with you (Hold up the Look Book). I will mark off the products you used today. You can then take this brochure home with you. It also lists other products in our line, as well as prices. We have many wonderful personal care items. Also, I will be happy to schedule a convenient time for that **customized color consultation** I promised.*

*"Before we individually go over your (Look Catalog or Beauty Book), I would talk about the items you used today and explain our different sets, as well as prices. However, before we talk about sets and prices, I'd like you to play a little game with me... mentally go home to your closet and pick out one of your favorite outfits... it may be something you wear to work, or out to dinner, or maybe you haven't even had it on since last year's Christmas Party. Ok... has everyone thought of a favorite outfit... you know, it's the one that makes you feel wonderful... the color, fit, and style is just right for you. Great! Now... think for a moment about the last time you had that outfit on. How many of you have on your favorite outfit right now? How many of you have worn that outfit this week? (Look for a show of hands.) How about last week, last month? (Big Smile) Well, it's obvious that none of you wear your favorite outfit every day or even every week (smiling and teasing a little). Let's think about that for a minute... we invest a lot of time, energy, and money selecting and purchasing clothing which we only wear occasionally. When our clothing wears out or goes out of style, we can replace it. We can't, however, replace this (put your hands up to your face). Remember, we will be wearing this every day for the rest of our life. So, doesn't it make sense that we would invest at least as much in Skin Care on something we will be wearing everyday, as it does to invest in clothing we wear only occasionally? Of course it does!*

At this time I want to say Thank you again for joining me today to experience American's Premier Power House Skin Care Program. I would like to take a minute to review the Skin Care Steps with You. Although we have been going through these steps talking about each one, I want you to know that it only takes a couple of minutes morning and night to use these amazing products. I can assure you the little bit of time invested, will make a HUGE difference. Hold up each step saying.....At night you would use..... In the Morning, you would use..... We suggest you use all the steps together for Maximum Benefits, because it works together to give you the results which have made Mary Kay a leader in the skin care industry. Your facial today is complimentary and there is no obligation to purchase, but just in case you are tempted to have your skin look and feel this good everyday (smile), I want to tell you about some exciting specials we have for you. However, before I share our specials, I want you to know that we offer 4 different ways you can purchase the products you want and take them home with you today:

The first way is, of course, cash or check. You can also put your purchase on Master Card, Visa, Discover, American Express or your debit card. In addition, I have what I call my Creative Accounting Plan: partial credit card payment, partial cash or check, or 2 equal payments - 2 weeks apart. And last, but not least, you can receive part of your product absolutely free by sharing your **customized color consultation** with a few friends. The bottom line is...if you want it, we'll help you get it.

I also want to show you our wonderful roll-up bag which you can also receive as a free bonus. Unroll the roll-up bag. Have pockets filled with 6 sets to illustrate the \$299 special. (Refer to closing sheet to fill your roll-up....Suggestion: first pocket can be Sets 1 & 2 (Miracle set), Second pocket can be Set 3 & 5 (Time Wise Microdermabrasion Set and Eye Deal Set), Pocket 3 can be Set 7 (Basic Color Set), and pocket 4 can be Set 6 (Simply Satin Set). Romance the Roll-up. Show how the pockets detach. Roll it up and close it, open it again and point out that the bag can hang in a convenient place to hold all their products together in on place.

After showing the Roll-up, you can say: Now let's talk about how you can personalize your own roll-up by selecting the sets that most appeal to you. Pass out the Create Your Roll-Up Bag Closing Sheet. If you will look at the far right of the page you will see how you can "build your own bag", save money, and receive the roll-up bag absolutely free. To begin with we have the "Queen of Everything" a \_\_\_\_\_ value, for only \$\_\_\_\_\_. This choice allows you to select any \_\_\_\_\_ six sets shown on this page. You will also receive your \$35 Roll-up bag absolutely free. Next we have the Princess of Quite A Lot, a \_\_\_\_\_ value, yours today for only \_\_\_\_\_ With this choice you can start with the Miracle Set and any 2 other sets of your choice. With the Princess of Quite-a-lot, you can purchase the roll-up bag at ½ price only \$17.50

Now if you love it all, and you really do believe you deserve it all, but your bank account says, Hey, girl...we need to do a reality check (smile)... I want to point out that we have the Busy Women's Miracle which includes Set 1 and 2, our Miracle Set. This is our most popular set, and really the perfect place to start. The Miracle Set is on sale today for only \$99 which includes your Liquid Foundation. Less than the cost of a good outfit or a cup of coffee a day. This set has been nicknamed "A face lift in a bag" (Hold up the Miracle Set in the Bag).

If you are demonstrating TW Repair Set, refer to the TW Set Repair at \$205, with a bonus gift of their foundation.

Referring to the closing sheet: I suggest you select the items that you feel you would really enjoy using. You can put a check mark in the boxes that represent the products you would be most excited about having. We can discuss where you would like to start today.

As I mentioned earlier, In just a few minutes I will be giving you a copy of our current LOOK book.

(hold it up again). This shows our product line. I will be marking off the products, formulas, and foundation shade you tried today. *I'll also be happy to answer any questions you might have. Again, I want to thank \_\_\_\_\_, our hostess for inviting me into her home to share our product with you today. I have thoroughly enjoyed spending time with all of you today! Also, I want to remind you that you will be able to schedule your customized color consultation which will include your color makeover and microdermabrasion treatment. I look forward to getting back together with you to help you create a great new look for the (Summer, Fall, etc.) If you decide you want to share your color consultation with friends, and schedule your own "Girl's Night Out" or get together today, your hostess can qualify for a "Mystery Gift". She will receive her special gift when we have at least 2 bookings scheduled and held from this party today. (Hold up the Gift Bag). Or with 4 bookings, the Super Sized Bonus. (Hold up the larger bag).*

Beauty of Friendship (Referrals) Next say:

*I also want to share something special that we are doing this month called the "Beauty of Friendship. If you enjoyed your complimentary facial today, I'd love to ask you to think of women you know that might love to be pampered. You can list those women on this sheet (hold up Beauty of Friendship form). Each one of them will receive a pampering gift of a spa treatment for hands and lips and complimentary facial just like you did today. They will also receive a gift certificate compliments of you, at no cost to you. I will let them know that you wanted to arrange for a pampering session and gift certificate because they are special to you.*

*For each person who schedules an appointment, you will also receive a free gift of any glamour item on this page. This creates a win/win/win....They win because they get some pampering,, you win because you gave them a pampering gift and will also be getting free product, and I win because your referrals will help me complete my 30 face challenge this month. If you have more than 9 friends you would like to give a pampering gift to, simply turn over the sheet and right on the back. Grab your cell phones to check for names and numbers of your favorite friends and family members. You will get a ticket for each name and we will have a drawing for a special gift before you leave today.*

Quickly pick up trays, trash, etc., and set up the Roll-up in the area where you are going to be doing your individual close. (note: keep a small waste paper basket liner with you and pick up used applicators, samples, etc., as you go.)

YOU HAVE COACHED YOUR HOSTESS BEFORE THE CLASS TO SERVE SIMPLE REFRESHMENTS AT THIS TIME.

**During the Individual Close you can check off the products she used in the Look Book. Whether you use the Beauty Book or the Look Book, you will want her to check off the things she used today so she take the brochure home with her. In the event she doesn't purchase everything she wanted, she will be able to perhaps, purchase those items at a later date.**

**Next, ask...** *Is there anyone who is in a big hurry because I would be happy to meet with you first....* If no one responds that they have to get going, select the person you felt was the most enthusiastic and say: *Mary, why don't you bring your coffee (or whatever) in here with me and we'll go over your Look Catalog and mark off what you used today.* If you are closing at the same table, the hostess can invite the other guests to move to the area where she will be serving refreshments.

## **INDIVIDUAL CLOSING:**

THE INDIVIDUAL CLOSING IS ESSENTIAL TO THE SUCCESS OF YOUR CLASS, IT WILL GIVE YOU THE OPPORTUNITY TO OVERCOME ANY OBJECTIONS, AS WELL AS SCHEDULE HER FOLLOW-UP FACIAL, TURN IT INTO A CLASS, AND SEND HER HOME WITH RECRUITING MATERIAL IF SHE SEEMS LIKE A GOOD PROSPECT.

NOTE; IF POSSIBLE ALWAYS DO YOUR INDIVIDUAL CLOSE "PRIVATELY". THIS CAN BE DONE AT THE TABLE WHERE YOU DID THE FACIALS IF THE HOSTESS INVITES THE GUESTS INTO ANOTHER AREA FOR REFRESHMENTS. ANOTHER POSSIBILITY IS TO MOVE TO ANOTHER AREA WHERE YOU CAN SPEAK WITH EACH GUEST "ONE ON ONE". ALWAYS BE SEATED SO YOU ARE AT EYE LEVEL. SMILE, NOD IN THE AFFIRMATIVE, AND SAY,

*\_\_\_\_\_ Thank you so much for joining us. I have really enjoyed meeting you and spending time with you today...*

Proceed as follows:

1. *\_\_\_\_\_ "Did you enjoy your facial today?"*
2. *Great! How does your face feel? (run your hand down your own face as you ask). Isn't it exciting to be able to see and feel the difference after just one application!*
3. *Open the Look Book and say let's check off the items you used today along with your formulas so you have this information for your records. (Start at the back of the Look, putting a star next to items, end up on the FULL page picture of her skin care program, showing the complete set). Put emphasis on the fact that this was the most important information you shared with her today. Close the Look and now refer to her closing sheet.*

Referring to her "Create Your Roll-Up Bag" closing sheet say...*Ok, let's see which sets were the most appealing to you. Tell me \_\_\_\_\_, are these the sets you would like to begin with today?* (Be very quiet and listen for her answer). At this point she will say yes, and you can write up the order or she will tell you that she can't afford all of those products today...in which case you will say: *Yes, I totally get it...we may want it all, but then we have to have a reality check, right? (smile) So, tell me \_\_\_\_\_, where would be a good place for you to start today? Be quiet while she answers then say " \_\_\_\_\_, of the different ways I explained at the table that you could purchase the product which would work best for you.... cash, personal check, Master Card, Visa, Discover, or the special payment plan, which includes breaking up the payment?*

1. *Write up the sale.*

After writing up the sale, open your date book and schedule a mutually convenient time for her follow-up color appointment. At this time, say *\_\_\_\_\_, If money were no object what are some of these other items you would put on your wish list? Now say: Would you be interested in knowing how you could purchase these items at ½ price? Ok, let me tell you about our special promotion this month..... \_\_\_\_\_, you may remember that I mentioned at the beginning of the party tonight that I have a goal to get 30 opinions of our skin*

*care line this month. If you would be willing to include a few of your friends at your second appointment, they would receive a complimentary facial like you did today. That would help me get additional opinions. More importantly it would help (hostess) qualify for her bonus gifts as well as give you the opportunity to save up to 50% off anything else you would like to have. I'm sure you can think of a few friends or family members who would like to join you for some papering... If she has completed the "Beauty of Friendship", you can refer to that sheet and say, here's your guest list right here. (smile, be quiet and wait for her answer).*

*For example if you have one friend you will receive a 10% discount, 2 friends, 20%, and so on... up to 5 people and 50% off any of those things you may have wanted today.*

Get her commitment for sharing with her friends. Pick a date, write it in your date book. Give her a hostess packet. Let her know that you want her to be able to get the full 50% off so to make a list of as many people as she can think of. Let her know that the only requirement is that the guests be over 21 and non Mary Kay users. Give her an incentive for having her guest list ready for you by tomorrow (Free eye shadow or PCP gift etc.) Review "Coaching" on Mary Kay University at [www.tamrawillingham.com](http://www.tamrawillingham.com) >training center > MKU > Class #4, Coaching for coaching tips that will guarantee great results. Proper Coaching is essential to your success.

Note: This typically will never happen, but If she should say....Well, if I can get a 50% discount, I'll just wait and get the things I ordered today at my party. You will smile and say, Actually it is the purchase you are making today that qualifies you for a 50% off shopping spree at your party. 😊

Get her commitment for sharing with her friends. Pick a date, write it in your date book. Give her a hostess packet. Let her know that you want her to be able to get the full 50% off so to make a list of as many people as she can think of. Let her know that the only requirement is that the guests be over (18 or 21, your choice) and non Mary Kay users. Give her an incentive for having her guest list ready for you by tomorrow (Free eye shadow or PCP gift etc.)

Review "Coaching" on Mary Kay University at [www.tamrawillingham.com](http://www.tamrawillingham.com) for coaching tips, as well as how to prepare a "Hostess Packet", that will guarantee great results. Proper Coaching is essential to your success.

**IMPORTANT: BOOKING OFF YOUR APPOINTMENTS IS A "DEFINITE MIND SET". GO INTO EVERY CLASS EXPECTING TO BOOK AT LEAST TWO MORE CLASSES.**

IF YOU ARE DOING A SINGLE OR DOUBLE FACIAL, USE THE SAME DIALOGUE FOR BOOKING HER FOLLOW UP FACIAL AND TURN IT INTO A CLASS.

## **YOUR GOAL IS TO ALWAYS HAVE A MIN. OF 2 BOOKINGS FROM EVERY CLASS!**

### **"PLANTING RECRUITING SEEDS"**

If she is someone you wish to share our Career Information with say, \_\_\_\_\_, *Have you ever thought about being in the beauty business? You are definitely the quality of woman we are interested in having in our company. I'd love to send this Marketing Packet home with you to look over and then you and I can get together over coffee and I'll be happy to answer any questions you might have.*

If she says she isn't interested, you could then say, *I realize that Mary Kay may not be right for you, but I'd love to share the information with you, at no obligation, of course. Even if Mary Kay isn't for you, you would be informed and would make a great Talent Scout for me... you may think of someone who would might enjoy earning \$50-\$75 per hour, in their spare time, with no quotas. May I give you a Career Information Packet to take and read at your convenience? Then, we can get together for coffee, and I'll go over the information.*

**YOU ARE WORKING FULL CIRCLE!!** There we have it, a TimeWise Plus Class... You have sold the product, booked off the class, coached your new hostess, and finally you have selected people to share the Career Opportunity with...FULL CIRCLE SUCCESS!

### **1. COLOR CONSULTATION AT HER FOLLOW-UP FACIAL:**

Determine the look she would like to try, i.e., Natural, Career, Dramatic. Prior to the appointment ask her what color she will be wearing at her appointment. Using the color cards OR the featured looks in the Look Catalog, have her select a look which appeals to her. If you have numerous color samples you can also go have her create a look for the virtual make-over application on your web site.

### **2. YOUR GOLDEN KEY TO SUCCESS: COACHING**

Your class success is directly related to effective COACHING. You will decrease the possibility of cancellations with proper coaching. Refer to the Dream Keeper web site, [www.tamrawillingham.com](http://www.tamrawillingham.com) > Mary Kay University > Class # 4 > Coaching with Class, for great coaching tips. You will also be able to leave an upbeat message for guests, sending evites and learn how to prepare hostess packets.

### **3. SHARING THE MK INCOME INFORMATION WITH YOUR HOSTESS:**

If you haven't gone over the Career Information with her before today, you'll want to offer your hostess our awesome income opportunity. Before the party you asked her to watch what you did today to see if this is anything she might consider for herself.

Before you leave, **say \_\_\_\_\_, *You are definitely the kind of woman I would love to work with (smile) and I'd be happy to share more information with you, at no obligation of course. Before I leave tonight, I'd like to take about 10 - 15 min., and show you how we make money in Mary Kay.*** You can use the Avenues of Income from [www.tamrawillingham.com](http://www.tamrawillingham.com) > team building > Avenues of Income. You may also use the Recruiting Notebook (also available on the same website under team building)

Note: Suggested material to include in your Career Information packet:

1. The Look Brochure & Independent Beauty Consultant Agreement which can be ordered from Section 2. "Avenues of Income" printed from [www.tamrawillingham.com](http://www.tamrawillingham.com), under training/Team Building. Also include picture of the Starter Kit (available on [www.tamrawillingham.com](http://www.tamrawillingham.com)). Place all in a colored folder available from your local stationary store, Always have 3 or 4 packets with you at every class.