

Create-My-Roll-Up



TimeWise Skin Care	\$58
TimeWise 3-in-1 Cleanser	
TimeWise Age-Fighting Moisturizer	
MK Foundation (Mineral, C-P, liquid, pressed, loose powder)	



Anti-Aging Set	\$60
TimeWise Day Solution	
TimeWise Night Solution	



Microdermabrasion	\$55
Step 1: Refine	
Step 2: Replenish	



Eye Essentials	\$59
Indulge Soothing Eye Gel	
Firming Eye Cream	
Eye Makeup Remover	



Two Minute Makeover	\$50
Eyes, Bronzer, Lip Gloss or Tinted Lip Balm, and your choice of Mascara!	



Face in a Case	\$65.50
Customize and fill with mineral color... 3 Eye Colors & 1 Cheek, Applicators, plus one Lip Gloss or Lipstick!	



Finishing Touches	\$65.50
Lip liner, Eye Liner, Ultimate Mascara, and Crème Lipslick or Nourishine Lip gloss.	



Collagen Boost	\$55
NEW! Need A Lift? Groundbreaking TimeWise Replenishing Serum +C offers anti-oxidant rich benefits that can help!	



Satin Set	\$48
Satin Hands Set	
Satin Lips Set	



Brush Collection	\$48
Includes: Powder Brush, Cheek Brush, Eye Definer Brush, Eye Crease Brush and Eyeliner/Eyebrow Brush. All in a sleek black cosmetic organizer bag.	



Flawless Face	\$62
Facial Highlighter Pen	
Lip Primer	
Eye Primer	
Concealer	



Skin Brighteners	\$55
TimeWise Even Complexion Essence	
TimeWise Even Complexion Mask	

6 SETS
Select any **6** Sets for only _____ and receive the Roll-Up Bag... **FREE!** Up to \$444 value

4 SETS
Select any **4** Sets for only _____ and receive the Roll-Up Bag... **FREE!** Up to \$283 value

2 SETS
Select any **2** Sets for only _____
SORRY... Roll-Up Bag not included
Up to \$125 value

Pop Quiz:		
1.	6	4
2.	A	B
3.	Just Me.	Friends & Prizes!

Or... Create your own set. Stay between \$45—\$65.

Create My Own Set	

I accept cash, check, debit/credit, & payment plans



Customer Profile & Full Circle Closing Sheet

Senior Cadillac Director Julie Griffin

As the guests arrive, have the Hostess demonstrate Satin Hands.

Three goals for every class; sell the product, find sharp women to do what we do and book new appointments.

Fill out #1 & 2.

#1 Tell me about yourself. Get all their personal information that you need to service these customers.

#2 Tell me about your skin. Are you dry, oily, combination, normal? What's your eye color; your hair color, your skin tone? On the Mary Kay Intouch website you can select colors for them with the virtual makeover.

Do you currently have a Mary Kay Consultant? That's important. If they say yes, then they are someone else's customer and no, they can not be your customer. These are very important things as we need to know right from the beginning.

#3 Tell the story of Mary Kay Ash from the Flip Chart.

3. Enjoy your facial and/or makeover. At the beginning of the party, I introduce myself, thank the Hostess and get to know the guests. I then share my "I story" in a way that relates to all my guests. As I share MRS G CAB I try to be aware of which guests will relate to the different aspects to our company.

M= Money – a little money or a lot of money

R= Recognition- for a job well done with personal praise and fabulous prizes.

S=the best Self improvement course you can take

G= Girlfriends- fun times we have together

C= driving a Career Car –a car for everyone. (Share a quick story if you are driving a career car)

A= Advance at your own pace- you can work like turtle or like a rabbit.

B= Be your Own Boss

(Use the Flip Chart so instruction is easier.)

I'm going to do a little pop quiz at the end so watch me today and see if you think you can do what I do.

I have the guests leave #4 blank for right now. We will come back to this question later.

Referring to the Flip Chart, I have them try the Oil- Free Eye Makeup Remover, and the Skin Care and the Miracle Set. Tell them about Microdermabrasion or have them try it on one hand so they can see the difference this product makes.

Miracle Set Close: *Take the Miracle set out of the roll up and put it in front of you. Be sure you hold each product like it was a fine piece of crystal.*

Pick up the cleanser. "Now let's review. Our 3-in-1 Cleanser is gentle enough to use every morning and every night."
Next, the moisturizer: "Our lightweight moisturizer hydrates up to 10 hours, and can be used every morning and every night. Our age-fighting non-transferable foundation is used only during the day." Take the 2 pieces that make it the miracle set. "During the day you are going to put on the day solution, with SPF 25. At night you are going to renew your skin with the peptides in our night solution."

In front of you place the miracle set in the order of application. "Tomorrow morning you are going to get up and cleanse your face, put on Day Solution, moisturizer, foundation and you are ready for the day. Tomorrow night, you will cleanse, put on night solution, moisturizer, and go to bed."

**"If you have time to brush your teeth
you have time for the Miracle Set."**

These 5 steps retail from \$104. You will replace them at least 4 times in a year. If you use them everyday for 365 days it is \$1.13 a day. That is less than a candy bar, less than a can of Diet Coke and those things do nothing for you. Many women spend more money on their sinks and toilets than they do on their face. Most people will probably never see your sinks or toilets, but they will see your face."

**"These 5 steps are insurance plan
for the rest of your life."**

Now have them try Satin Lips.

When the Miracle Set, Foundation and Satin Lips are done, I take a break for a quick minute.

"Okay we are going to play a game. So how many of you have enjoyed your facial so far? I have a goal to facial 30 women in 30 days and I need help! How many of you know women who would be excited to be pampered like you are being pampered today? Part of our little game is that you write down any names and numbers of women that you think would be excited to have a facial and make sure they are nice because I like to work with nice people." (Laugh) "The only other requirement is that they are 18 years or older and don't already have a Mary Kay Beauty Consultant. Make sure you remember if they are nice or not." Just have fun with it- give them a quick 2 minutes.

I clean up and get their color ready. I encourage them to pull out their cell phones and write a "c" next to the number as I have a text script that I send out. While they are writing down their referrals, they get a ticket for each name and an entry for the gift that is out in the middle of the table. (Select a nice gift that they can be excited about and have a wrapped box of brownie mix.) Everyone loves a treat! If they decide to host a party then there's their treat. That can be their dessert when their friends come over. I give them a time limit and tell them "Ok, we have 30 seconds left, keep writing!" I put the Hostess in charge of giving out the tickets. If someone wrote 12 names, fabulous, if someone wrote down 2 fabulous, I cheer for them. It's whatever they decide. What makes it fun is if you write down 15 names you get 15 tickets for this beautifully wrapped gift. The more fun you have, the more excited they will be to share their follow up facial with friends. The goal is to have FUN. If they are having a great time, then, all the better.

Then I have the Hostess do the drawing.

If you want your guests to sample additional Customized Skin Care Products, such as the Firming Eye Cream, this a good time to do so.

Color follows. We have fun and when we get done it is compliment time. If they are there with friends, their friends always sell the product to each other. I ask them what their favorite thing about their look is today.

Table Close:

“Ok, most women have two questions. How much is it and when can I get it. I have everything with me today. And to the cost, everything comes as onesies or twosies but most everything is always better as a set.”

I have them flip the Customer Profile Sheet over and have them look at the Create My Roll Up. “I take cash, check, debit or credit, or any combination. So if you love it, we will find a way for you to get it. Let’s review the things we have used today.”

“First, we used the TimeWise Skin Care set- 3-in-1 cleanser, moisturizer and foundation. Mary Kay said, “A pretty face begins with beautiful skin.”

“The Anti-Aging Set which is our Day and Night solutions- Day Solution for protection and Night Solution with the peptides.”

“In our “Eye Set” we used two products- Oil-Free Eye Makeup Remover and the Firming Eye Cream. Our Indulge Soothing Eye Mask will help reduce the appearance of puffiness in the eye area. You may select the liquid foundation in that spot, if you choose.”

“Next is the Microdermabrasion Set which we talked about as it being a more aggressive exfoliation.”

“Then our “Face in a Case”. Everything you need right in one spot. You create your own face in a case. Basically, it is 3 eye shadows, cheek color, lipstick or gloss, applicators in a case.”

If you talked about the Replenishing Serum +C, fabulous, if not you can talk about it here. There are 4 weekly vials for increased collagen to firm and tighten your skin, especially as your skin ages.

“The Finishing Touches Set is where you have your Lip Liner, Eye Liner, Mascara and Lipstick or Lip Gloss. For those of you who don’t use Lip Liner, you can replace the Liner with Mineral Powder Brush that I know you all want.”

“Flawless Face Set” which has the magic Highlighter Pen, Primer for the eyes and lips and Concealer.

And the “Skin Brighteners Set” with Lucentrix Complex which restores skins natural even tone and brightens.

“We also tried Satin Hands and Satin Lips today. You feel like you have been pampered, don’t you? If you don’t see a set here that you would love to add, you can Custom or Create Your Own Set just keep it between \$45 – 65. You can create your own set so have fun with that!”

“For those of you who are on a queens’ budget, feel like a queen, you deserve this awesome “Queen’s Set” with the Travel Roll Up Bag as your free gift and so for anybody who selects our Queens Set –that is 6 sets that are valued at 444 and you get it for 299.”

(FYI: The value of the Roll Up Bag includes the bag and most expense set x6 and not everyone is going to get the most expensive set x6. So if you added up the Timewise Skincare Set, Anti-Aging, Eye Set, Face in a Case, Finishing Touches and Satin Set, that's 6 sets which most people use and that comes to \$368.50 with \$30 Travel Roll Up Bag included in that so your cost is \$184.25 wholesale; profit is \$114.75 if you sold it for \$299. It is blank on the sheet so you can do it for whatever value you want to do it for. But I do it for 299 for Queen Travel Roll Up Bag. Then I say,)

"Ok, those of you who feel you may not be the Queen but a "Princess" and a Princess always deserves her Roll Up Bag for free, then this where you can choose any 4 sets that are valued at 283 and you get it for 199."

"Then we have our 2 sets that are valued for 125 and you get it for 99. I call this my "Lady in Waiting Set" and the reason I call it that is because you have to wait to get your Travel Roll Up Bag for free. But that's ok because it's still a great deal."

"Remember when I said we were going to have a pop quiz at the end? Well, here we go."

"#1 on our pop quiz. Do you feel you deserve the "Queen's Set" with 6 sets, roll up bag for free for 299? Or do you feel like a "Princess" and get 4 sets and the Travel Roll Up Bag for free for 199? Or do you deserve the "Lady in Waiting Set" with 2 sets for 99? Go ahead and circle which you feel you deserve 6, 4 or 2." Give them a moment to make their selection.

"#2 quiz question:

- A. Absolutely. I can do what you just did.
- B. Tell me more or bring me to a Mary Kay event and maybe I can do this.
- C. You know, I don't think I can do this. I would rather be a customer and pay full price. And that is totally fine as I need customers too. A. Absolutely B. Maybe C. I would rather be customer. Go ahead and circle which one applies to you." Again give them a moment to circle their response.

"#3 on the pop quiz is how many people you would like to have at your follow up facial. Would you like to have a couple of people or just with you?" Give them time to circle their answer.

"If you flip your sheet back over to other page #4 has the different parties that I do. Skin Care and Basic Color, Foot and Leg Spa, Five-Minute Miracle Makeover, Advanced Color and Quarterly product preview. Go ahead and fill out your pop quiz and I am going to clean up. If anyone has to leave right away make sure you get me because I want to make sure to get your paperwork finished. I want to write down eye colors, cheek color and lip color that we did today so I don't forget which colors we used for you today."

Individual Close

I basically go through and meet with them one on one and do the 5 closing questions.

Did you have fun today?

How does your face feel?

Do you have any questions?

Which part of the facial did you enjoy the most?

If money were no object what would you take home with you? I want to know what you *love*.

These sets are available at these prices for 24 hours because they were at the party.

One objection that often occurs when booking your next party is, "I don't know who to invite." Refer them back to the names they wrote down during the "Referral Game".

And if they circled A or B and then absolutely, I am going to tell them more about the Mary Kay opportunity. I sell the product first and then share the opportunity. I make an appointment with them to talk some more about what I do and if it might be something for them.

Here is the text message to send to the referrals.

Texting Referrals: Hey girl! You don't know me, but I'm friends w/ the awesome (name) and I need a favor and she said u were really nice and might help me out. I'm in a contest w/ Mary Kay 2 do 30 free mineral makeovers in (month)_____and wanted 2 give you a FREE GIFT (mini hand cream .33 or. 50white) if you will do 1 w/me. Its super fun! Do you already have a Mary Kay consultant and if not can I borrow U for this? I'm not pushy and you will have a great time!