

# How To Book a Perfect Start/Power Start

Make a list of friends, relatives/pas acquaintances, friends of family/children.

## Don't Pre-Judge!!!

**Valued Opinion** – “Hi, \_\_\_\_\_, this is \_\_\_\_\_. I don't know if you know this yet, but I'm teaching skin care and color for Mary Kay and I'm so excited! I thought of you immediately because I value your opinion. I'm having a few friends over next week to sample products and I'd love to include you. Which is better for you – Monday or Thursday?” (Those whose opinions you value).

**Mary Kay Users** – (People who are already using the product, but are not being serviced, i.e. consultant moved away, consultant quit, or customer is new to area) **SOMEBODY ELSE'S CUSTOMER IS JUST THAT – SOMEBODY ELSE'S CUSTOMER!!!** “Hi, \_\_\_\_\_, this is \_\_\_\_\_. I don't know if you know this yet, but I am teaching skin care and color for Mary Kay and I'm so excited! I thought of you immediately because I know you are currently using the product. Are you currently being serviced? If they respond yes, say, Great! If you ever find yourself with out a consultant, please call me.” If they respond no, say “Great! What do you need right now that you'd love to get free? (Don't steal customers, only “orphans”).

**Arm Twisters** – “Hi, \_\_\_\_\_, this is \_\_\_\_\_. I don't know if you know this yet, but I'm teaching skin care and color for Mary Kay and I'm so excited! I thought of you immediately because you are my cousin (Mom, best friends, etc.) I need to practice on 15 faces in the next two weeks. Is there any reason we can't get together? She'll say no, you say, “Great! Which is better for you \_\_\_\_\_ or \_\_\_\_\_?” (Good friend, family or those who owe you a favor).

*“Oh by the way. You're allowed to invite up to three of your closest friends at absolutely no obligation to any of you. And if you help with my business goal, you can choose \$25 in products absolutely free!”*

# Mona Butters' Skin Care Class Opening

Hello my name is \_\_\_\_\_. I am so excited to be here today. Thanks so much to our beautiful Hostess \_\_\_\_\_ who has graciously invited us into her home. I'd love to get to know you. Please tell me your name, how you know the hostess, what you do for a living and the best part of your day. (Do this before the class begins)

Tell you "I" Story as you present the MRSQCAB

M-Money	Crisp Dollar Bill
R-Recognition	Prizes from prize brochure
S-Self Esteem	Before and after picture of you
G-Girlfriends	Fun pictures with Mary Kay friends
C-Car	Vibe or Pink Cadillac
A-Advancement	Brief Case
B-Be your own boss/Flexibility	Office in your home

We're proud of our founder, Mary Kay Ash. Not only did she live the philosophy of God, Family, Career she encouraged us to live our lives in that order. The mission statement for our Company is to "enrich the lives of Women everywhere", including all 36 foreign countries. She was considered the female entrepreneur of the 20<sup>th</sup> Century.

We are also proud of the fact that for 12 consecutive years Mary Kay has been the #1 Selling Brand of Skin Care in the United States. Therefore, you will be trying products unlike any other on the current market. Our Company has brought the fields of dermatology and cosmetology together and have developed the patented TimeWise Products which you will be trying today.

## Simple Solutions-Dramatic Results

Our product has a 100% money back guarantee, so today you can try it, buy it and if you are not totally satisfied return it for other formulas or your money back. We under-promise and over-deliver.

We will also be doing a quick color makeover with neutral colors. How many of you would like to learn more beauty tips for lips, eyes and cheeks? (Have them raise their hands) > In the middle of the table are seasonal fabulous looks that can be used at your personal color makeover. \_\_\_\_\_ is wearing the \_\_\_\_\_ look. Go ahead and select on now and when we have our personal time we can select your date. Keep in mind at your personal consultation away from the table we will finish your paper work and schedule your personal color make over.

Okay! Ready Set, Go!!

## ***Mona Butters' Face to Face Closing***

The following Skin care Class closing was developed by National Sales Director Mona Butters. **There are 3 closing to a successful class.**

### **#1- Close after the Miracle Set and review the products; their features and benefits.**

### **#2- At the Table Close using the roll up as your visual.**

**You probably have two questions. How much does it cost and how soon can I get it.?**

I want you to know that I have everything with me today. **Second**, as far as how much it costs, that depends on your personal needs (holding up the travel organizer). If you are like I was, you'll want everything for the "professional woman." It is everything you see in this travel organizer. This is what every Consultant has and it is priced for \$\_\_\_\_\_ (DO NOT SAY DOLLARS!) It is the price of a quality suit. The suit will last us a few season, but our faces a lifetime.

**IF THIS IS WHERE YOU START TODAY** and you purchase the entire Travel Roll Up or the "I Deserve It All" you will be eligible for the BONUS OFFER. Instead of \$\_\_\_\_ Today's Special is \$\_\_\_\_ which includes all the pockets, the Travel Organizer.

**THE NEXT SET WOULD BE THE MIRACLE SET AND COLOR 101 AND PRE-SELECTED SUPPLEMENTS** which retails for \$\_\_\_\_. you can be confident in always looking your best!

**NOW IF YOU ARE THINKING** "I have to start with at least the Miracle Set" for \$\_\_\_\_, and the Color Collection for \$\_\_\_\_, "this is a wise decision as a beautiful face begins with beautiful skin."

**The single most important set is our Miracle Set for \$\_\_\_\_\_.**

**NOW LET'S REVIEW-(Show each set as you review)**

- \$\_\_\_\_\_ for I Deserve it All
- \$\_\_\_\_\_ Top 3 Pockets
- \$\_\_\_\_\_ Top 2 Pockets
- \$\_\_\_\_\_ for the Miracle Set

**NOW, Ladies, Let's go quickly to your closets.** "Choose the one outfit that makes you feel sensational. Remember to include all your accessories...jewelry, scarf, shoes, hosiery, belt, etc. Think about how much you spend." (Now ask each guest how many times they wear that outfit.)

**NOW.** Did your outfit cost \$\_\_\_\_\_? (Show Miracle Set). Was it \$\_\_\_\_\_? Was it more like \$\_\_\_\_\_? Or was it more like \$\_\_\_\_\_? (Hold up travel organizer) NOTE: Continue showing all the "pockets" until they stop nodding (i.e., if the 3 pockets is all they spend, don't show the "I deserve it all" Collection, etc) Which makes more sense to you-something you wear once a year, once a month, or once a week? Or something you wear everyday – day and night! (Quietly lean toward the guests and say in a low voice...) **You deserve it all which by the way is the best buy TODAY!!! "The good thing is that I accept Visa, MC, Discover, Check and Cash.**

Put a filled roll up in each guest's lap and be sure it's open. Move away from the table for a private consultation – starting with the person who would spend the most on clothes, or is the most excited, or seems anxious to leave.

### **#3 Away from the table close.**

**5 Questions at Individual Close**

- 1. Did you have as much fun tonight as I did?**
- 2. How does your face feel? (Touch your face)**
- 3. Tell me, which part of the facial did you enjoy the most?**
- 4. Do you have any questions I might not have answered for you?**
- 5. Well \_\_\_\_\_, if price were not object, which of the sets would you like to start with? Would you like to splurge and pamper yourself with the "I Deserve It All" or would it be better today to start with the Miracle Set and Color 101? Whatever you decide to do will be fine with me.  
(Break eye contact with her, do not speak again until she answers you.)**

*Welcome Packet*

## 8 Ways/Places to Borrow Money

1. **Borrow against a C.D. or a savings account.** Remember what we talked about-not taking your own money. When you borrow against it, set up loan payments so that you are accountable to yourself each month. It has also been my experience that consultants who have loans tend to be more focused and more consistent with their efforts. You know the old adage, **DEBT MOTIVATES.**
2. **Credit Unions.** They tend to be more user friendly, and their interest rates tend to lower. Check out the Credit Unions where you or your significant other work.
3. **Banks.** Always start with the bank you or your family has banked with for year. Don't take offense if they ask for collateral. If you were loaning money to other people, you would want to know that you were going to be paid back as well. When it comes to banks my theory is, get dressed up, go to town, ask for more than you want, and take what you can get. Not matter whether you think they'll loan it to you or not. Always ask for the maximum amount. So, dress professionally, must up all the confidence you can, and see what happens from there.
4. **Low Rate Interest Credit Cards.** What do I mean by low rate? Anywhere for 0-13% interest. It will generally take about seven to ten days to receive a response when you phone in your application. It is always a good idea to use your significant other as a co-applicant. This will increase your chances of getting the card plus your credit line. Even if you decide to use a bank loan for the bulk of your inventory, it's still a good idea to have a separate Visa Card because the privilege of ordering on our Visa Card each month - you'll find that you'll get your monthly orders a lot faster.
5. **Borrow the money from a relative or friend if necessary or use them as a co-signer.** This sometimes is an option for people who have slow credit, or have had some bad experiences with their credit rating in the past and need to rebuild their credit. You would, again, treat this with the same respect as you would a bank loan. You would make a monthly loan payment to your relative as you would to the bank.
6. **Borrow from a life insurance policy.** If you've built up equity in a life insurance policy you can borrow against it like a savings account.
7. **Have a yard sale.** Sell that stuff that you don't use. Who knows how much money that you can generate!
8. **A high interest credit card.** This would be your LAST option. "High rate" applies to something in the 18-19% range or a finance company. If this is your option you will want to aggressively pay off your loan. You should not be thinking about a long term 3-4 year payoff schedule - **WORK TO PAY IT OFF THE FIRST YEAR!!!**