



**Congratulations!** You will be having your 1st Skin Care Class (SCC)

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Where: \_\_\_\_\_

Most Consultants in the Burdine Bee-liever Unit start their businesses this way, and it truly is such a smart way to get your Mary Kay business off to a great start. I can't wait to help you make it a **huge** success!

***\*\*\*I'm excited to be working with you on this.  
I'm here to help you in every way and will match my time with  
your efforts! 😊***



## Consultant Responsibilities **before** the SCC/ Grand Opening:

- Prepare at least 30 invitations  
(Hand-write in red ink, “I’m counting on you to come! Or I’d love to have your support!”)
- Follow up calls to guests\*
- Display your Travel Roll Up Bag Filled with retail products for guests to see and touch (If you don’t have it DON’T WORRY)
- Pens
- “I’d Love your Opinion” Forms – on Burdine Unit Website  
(New Consultant Section)
- Satin Hands demonstrator
- Name Tags and Sharpie pen
- Door Prizes (2) (These will be 2 gift certificates which I have attached)
- Headbands/Hairclips
- Family Member – to run the kitchen and the food – you’re not making \$ in the kitchen this day therefore you will **NOT** be in the kitchen that day!  
(Keep refreshments simple... a drink; cookies or finger foods are best)
- Raffle tickets (Party City or OfficeMax or Office Depot)
- Have a calculator & a money bag with cash & coins for change
- **Have your date book ready!!!** Your job that day is to go around to ALL of the guests at the end and to book **dates for Color Appointments that WILL turn into a Skin Care Class (SCC)**. You need to highlight in pink the days you wish to hold your appointments and the times you’re available. I’ve found that it’s easier for a guest to understand your month-at-a glance pages. (EX: Saturday, June 6<sup>th</sup> 2-4 pm or 5-7 pm)
- Have Travel Roll up bag ready (see attached sheet on how to fill one)



**\*Scripts to use for follow up calls:  
(Always remind them that they can bring a friend!!)**

• **Script for Answering Machine:**

Hi Sue, it's Mary, and I hope you are coming to my Grand Opening on Saturday.  
– I really need your support! I know you'll be there – can't wait to see you!

• **Script for Personal Call:**

Hi Sue, it's Mary. I'm calling you about Saturday. I'm so excited; Thank you for helping with my goal of 30 faces in 30 days! Remember there is no obligation to buy anything.. you will just be helping me out!-You can come, can't you?

• **If She Cannot Come:**

That's okay – you can help me though. I still need 30 faces in 30 days to finish my training. Since Saturday isn't good for you do you prefer a weekday or Sunday?

**OR**

That's okay – you can help me though. We are having model makeovers at our Unit Meeting this week and if you can come with me and be my model, you will count for my 30faces! Is there any reason why you would not be able to help me with that?

**\*Follow up calls are your personal touch and so very important. Two or three days before your special date, I will call and thank in advance all of your confirmed guests for coming to support you in your new business. This is one of the most important things we can do together to make this a success! So please provide your guest list to me.**

**List 30 names and numbers of people to invite (Include phone#)**

- |     |     |
|-----|-----|
| 1.  | 16. |
| 2.  | 17. |
| 3.  | 18. |
| 4.  | 19. |
| 5.  | 20. |
| 6.  | 21. |
| 7.  | 22. |
| 8.  | 23. |
| 9.  | 24. |
| 10. | 25. |
| 11. | 26. |
| 12. | 27. |
| 13. | 28. |
| 14. | 29. |
| 15. | 30. |

**“BRING THIS LIST WITH YOU THE DAY OF YOUR SCC”**

**\*\*\*\*YOUR Job Responsibility AT your Grand Opening/Skin care class\*\*\*\***

**New Consultant has 2 jobs:**

- 1). Have your date book ready with dates READY for your color appointments**
- 2). Listen & Observe!!! TAKE NOTES!! THIS IS FREE TRAINING!**



**Grand Opening/SCC Agenda:**

- Greet guests
- Satin Hand demonstration
- Sit guests (have them fill out Customer Profile Cards- these should already be on the table next to mirrors & Beauty Books)
- Thank guests for coming and their support—explain the agenda for the night (give a ticket to everyone for coming)
- Have New Consultant come to the front and share why she started her business
- Director/ Recruiter takes it from here: She will use tickets for questions so be ready to hand them out.
- Guests introduce themselves and how they know the Consultant/hostess

**Step 1:** Introduce the company – page 2 of the beauty book (After you say a few facts and figures about Company then you say “Now that you know a little bit about the company I want to tell you a little bit about myself so that we are not strangers ... SMILE)

**Step 2:** Share your I story

**Step 3:** Today is the first of 2 appointments. Today we’re focusing on skin care but you all will have the opportunity to book a customized mineral makeover with your consultant today!

**Step 4:** Start Skin Care through foundation (Use Beauty Book & Flip chart as guide)

**Step 5:** Explain Dash Out the Door and next appointment for Mineral Makeover.  
Pass around Datebook with pencil highlighted dates for them to choose from.  
Give 5 tickets to those that book

**Step 6:** Do “Dash Out the Door”

**Step 7:** Compliments. Use Set For Beauty flyer from the Beauty Book to close. One half price item for each set they purchase. They can write on their Sales Tickets what items they have on their WISH LIST. (We will help them at the end to add the tax, etc.) This is when you mention **HNK Plan** – He’ll Never Know Plan – for your shopping convenience you can use Visa, MC, Discover, Check or Cash...or a little bit of each so your husband doesn’t find it. SMILE!!

**Step 8:** Marketing/sharing the opportunity. Fill out survey forms. 10 tickets if they sign their Beauty Consultant agreement that night! Plus Decision Maker Earrings!

**Step 9:** Time for shopping and eating.

- The recruiter and/or director will close the sales.

- During this time you will package all the orders. You need to add a Look Book, customer's receipt and any change to the bag. Include an appointment card (business card with the date written on it).

**In closing:**

Do the Raffle from the tickets

Do a drawing from surveys handed in.

**Smile and thank them for coming !! Once they are leaving that is when you give them their products!! 😊**

**YOU are going to do GREAT!!!! RELAX and ENJOY YOUR-SELF... MARY KAY often said "You can do *everything right* with the *wrong* attitude and *fail* to succeed, but you can do *everything wrong* with the *right* attitude and succeed beyond your dreams!" 😊**



## What is inside the “ROLL UP BAG”?

Pocket #1: Cleansers Norm/Dry & Comb/Oily  
Day & Night Solution  
Moisturizers (Norm & Combo)

Pocket #2: Color 101 Compact with your color 101 look  
Mascara  
Lipstick  
Lipgloss  
Eyeliner  
Lipliner

Pocket #3: Microdermabrasion Set (Step 1 & 2)  
Oil Free eye makeup remover  
Firming eye cream

Pocket #4: Satin Set (Satin hands & Lips)

Mary Kay Gift Certificate

This gift includes a complimentary glamour make over session. Upon redemption of makeover, customer may redeem \$10 gift certificate towards any product purchase of \$50 or more.

Amount: \$10.00

To: \_\_\_\_\_

From: \_\_\_\_\_

Redeemable at your color appointment through:

Consultant Label here:

Mary Kay

Mary Kay Gift Certificate

This gift includes a complimentary glamour make over session. Upon redemption of makeover, customer may redeem \$10 gift certificate towards any product purchase of \$50 or more.

Amount: \$10.00

To: \_\_\_\_\_

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To: \_\_\_\_\_

From: \_\_\_\_\_

Redeemable at your color appointment through:

Consultant Label here:

Mary Kay

# Dash Out the Door Supplies

It is your responsibility to have these items with you at **EVERY** appointment.



## Section 1 Items

- Satin Hands & Lips Set\*
- Miracle Set (Norm/Dry & Combo/Oily)
- Foundations
- Ultimate Mascara
- 4 Cream eye colors\*
- Bronzing Powders\*
- Lip Gloss Samples\*
- MK Brush Set\*

## Section 2 Items

- Facial Cloth
- Customer Profile Card
- Beauty Book (Not a Look Book)
- Sales Tickets
- Face Case
- Plastic Tray
- Mascara Wands
- Datebook

## Items to Buy - Go to the \$1 Store

- Hair Bands/Clip\*
- Pens\*
- Cotton Pads\*

**\* These items are NOT part of the starter kit  
Please call your recruiter if you need an item.**