

CELEBRATION PARTY SCRIPT/OUTLINE

SATIN HANDS AT SINK (consultant)

2 TICKETS PER GUEST FOR ATTENDING

1ST 10 GUESTS THAT ARRIVE – GIFT

INTRODUCE GUESTS (who you are, where you work, and why you think “Susie” will be a great leader in Mary Kay, as she is working toward moving into the FREE CAR and management position!)

PASS POSTCARDS AROUND FOR GUESTS TO WRITE “SUSIE” A NOTE ON (you will then collect them and mail them to her 1 each day until all are mailed)

PASS POSTER AROUND (car/red jacket) AND HAVE GUEST WRITE SUSIE A GOOD WISH ON HER POSTER SO SHE CAN HANG IT ON HER FRIDGE OR OFFICE TO LOOK AT EVERYDAY!

CONSULTANT INTRODUCE HERSELF (and any other consultant present)

DIRECTOR OR RECRUITER EMCEE - INTRODUCE YOURSELF

THANK GUESTS FOR BEING HERE, AS THEY ARE RESPONSIBLE FOR HELPING ME TRAIN “SUSIE” TONIGHT ON 3 THINGS AS SHE IS MOVING UP WITH MARY KAY. YOU ALL WILL HELP ME TRAIN “SUSIE” ON:

1) PRODUCT

2) HOW TO BUILD A CUSTOMER BASE

3) HOW TO PRESENT THE COMPANY TO SOMEONE. ARE YOU READY TO GET STARTED?????

1ST: **PRODUCT TRAINING** (pass Beauty Books out AND SALES TICKETS)

Today I will answer any Beauty Concern that you have! If you could fix anything about your skin – any beauty concern – what would you fix?

We are going to play (20) Questions! I will take the first (20) questions and answer them and you will get 1 ticket per question toward our gifts we are giving away today!

Now ladies.... As we are going through the questions, if you find something you can't live without, put it on your sales ticket, ok? Susie's goal today is \$1000 in Sales and I know that she won't turn down a sale!

(DO QUESTIONS)

TURN TO PAGE 16-17 OF YOUR BEAUTY BOOK.

DO WE HAVE SPECIALS FOR YOU TODAY!!!!

GO THROUGH ROLL UP CLOSE WITH ROLL UP BAG!

SPECIAL #1: ROLL UP VALUE IS OVER \$400 VALUE – TODAY IT IS YOURS FOR \$299 AND YOUR BAG IS FREE!

SPECIAL #2: BUY 2 BOXES GET 1 ½

SPECIAL #3: BUY 3 BOXES, GET 1 FREE!

NOW, NORMALLY, YOU GET 1 TICKET FOR EVERY \$10 YOU SPEND, AND YOU DO TODAY!
BUUUUUUUUUUUUT, YOU GET AN ADDITIONAL 50 TICKETS WHEN YOU GET THE ENTIRE ROLL UP!

SECOND: GETTING CUSTOMERS TRAINING:

HOW WOULD YOU LIKE TO WIN A ONE HUUUUUUUNDRED DOLLARS OF PRODUCT TONIGHT?

INSIDE ONE OF THE ENVELOPES YOU SEE IN THIS BAG IS A \$100 PRODUCT CERTIFICATE!
THAT'S RIGHT! \$100 OF FREE PRODUCT! **EVERYONE TAKE ONE. (NOTE - Prepare 100 book to look envelopes so that there will be opportunity for multiple ladies to have a chance at the grand prize. Use the envelopes for all booking opportunities all month.)**

Susie's goal is 30 faces in the next 30 days – this is where YOU ALL COME IN!

IF YOU WILL PLEDGE AN APPOINTMENT DATE WITH SUSIE TO SHARE WITH AT LEAST 2 FRIENDS TO BE HELD WITHIN:

30 DAYS = 5 TICKETS

2 WEEKS = 10 TICKETS!

NOW, DOESN'T SUSIE LOOK PITTIFUL? (Susie, look pitiful for us...!)

AT THE END, GIVE YOUR ENVELOPE TO SUSIE WHEN YOU ARE BOOKING YOUR APPOINTMENT...
WHEN YOU BOOK YOUR APPOINTMENT, WRITE YOUR NAME AND YOUR APPT DATE ON THE ENVELOPE. SUSIE WILL KEEP THE ENVELOPE AND SHE WILL BRING IT WHEN SHE COMES TO DO YOUR APPT. YOU MAY BE THE \$100 GRAND PRIZE WINNER!!!!!!

THIRD: CONGRATULATIONS LADIES! YOU HAVE HELPED TRAIN SUSIE ON PRODUCT, HELPING WITH HER 30 FACE CHALLENGE, AND THE LAST THING SUSIE NEEDS TO LEARN IS HOW TO EXPLAIN THE COMPANY TO PEOPLE. In order for her to build team members, she will need to know this.

How many of you have played “pretend” before? Miss America? A Knight in shining armour coming to your rescue? A Prince on a white horse taking you away? Become a Movie Star? Marry a movie star?

Ok. Pretend you are in my office with me and you are interviewing for a position with Mary Kay. I want you to ask company and career information questions. You will get 4 tickets per career info questions you ask (no product questions at this time or anything like that...☺)

Also, remember that if you recommend someone to Susie that becomes a Mary Kay consultant, then you will be rewarded with \$25 in free product! How about that!

(DO QUESTIONS)

FOURTH: OK – ONE LAST THING, SO WE CAN EAT!

IN YOUR FOLDER THAT I HANDED OUT EARLIER, THERE ARE TWO PAPERS. I WANT TO GO OVER..... BUT BEFORE WE GET INTO THAT, I WANT YOU TO KNOW THAT YOU ALL HAVE BEEN SO AWESOME TO COME AND SPEND THIS TIME WITH US. SUSIE REALLY DOES HAVE THE BEST OF FRIENDS AND FAMILY – THAT’S FOR SURE. I know that you all could have been so many other places, and it means so much to Susie that you took the time to be here with us. And Susie, isn’t she going to be just awesome as a Mary Kay leader?

WE ARE LOOKING FOR 3 LADIES TO WORK WITH SUSIE. 3 WOMEN WHO WILL AT LEAST GIVE MARY KAY A TRY AND SEE WHAT THEY THINK ABOUT IT.

PASS OUT TO EACH GUEST THE MK GUEST PROFILE AND QUESTIONNAIRE.

- a) FIRST, Mary Kay Guest Profile
- b) Mary Kay Beauty Agreement

How many of you had-

“No idea, that we made the money we did in Mary Kay”

“No idea, that.....,”

“No idea, that.....”

“No idea, that....”

- c) The Mary Kay Starter Kit (show the Starter Kit on the table) is just \$100.

\$100 will not make or break you.

\$100 is nothing.

\$100 is 10 trips to McDonalds and all it does is MAKE – YOU – FAT.

\$100 is 1 trip to Walmart when you didn’t need anything.

Every lady in this room has a \$100 outfit in your closet that either you

- a) Wouldn’t be caught dead in or
- b) Can’t FIT - IN !

LET ME TELL YOU WHAT \$100 CAN DO FOR YOU:

- A) \$100 KIT that is worth over \$500
- B) It can give you the ability to buy 50% for yourself and to sell at 100%
- C) It can give you the chance to make some extra money or a full time income – your choice.

I WANT EVERYONE HERE TODAY TO LEAVE HERE WITH AT LEAST THIS ONE THOUGHT:

“The decisions you made 5 years ago (take a step to the side)The man you did/did not marry – The education you did/did not get – The job you did/did not take....The house you did/did not have..... ALL THOSE DECISIONS YOU MADE 5 YEARS AGO, PUT YOU WHERE YOU ARE TODAY”.

You may or may not be happy where you are right now.

The good part is that the decisions that you make TODAY CAN MAKE A DIFFERENCE in where you will be 5-10 years from now!

I'M NOT ASKING YOU FOR A LIFETIME COMMITMENT – I'M JUST ASKING YOU TO GIVE THIS A TRY. (NOT YOUR FIRST BORN CHILD..... NOT EVEN YOUR RIGHT KIDNEY!!! Hahahaha!)

Do you know what the definition of INSANITY IS? Continuing to do the same things over and over again, yet expecting different results.

LADIES: NOTHING CHANGES UNTIL YOU CHANGE SOMETHING.

I HAVE A QUESTION FOR YA: “Do you have a better plan” “Do you have ANY PLAN”

Let me show you something - (Mary Kay Beauty Agreement)

This order form:

*allows you to buy a Starter Kit for \$100

*allows the company to assign you an ID number to buy product for half price and resale it to customers

*allows you to make a choice that your life can be different 5-10 years from now

I HAVE A BONUS: TODAY ONLY – RING BOX

If you decide to give it a try and give it your best shot and order your Starter Kit today, you will have YOUR CHOICE of these awesome rings! And, you will be one of Susie's 3 team members that she wants and we are looking for today! I promise, if you decide it's not for you after you give it a try.... That's ok, you can quit. I promise, I WON'T SEND LITTLE PINK MEN TO YOUR HOUSE AND I WON'T SEND THE MARY KAY POLICE TO COME AND GET YOU!

OK! I KNOW YOU ARE STARVIN! I AM! WE WILL HAVE 3 STATIONS SET UP:

- 1) SALES TICKET STATION – HELP SUSIE WITH HER \$1000 GOAL – REMEMBER 1 TICKET FOR EACH \$10 YOU SPEND OR 50 TICKETS FOR A ROLL UP BAG!
- 2) PLEDGE YOUR APPOINTMENT STATION – TAKE YOUR ENVELOPE AND BOOK YOUR APPT WITH SUSIE! 5 TICKETS IF YOU BOOK WITHIN 30 DAYS, 10 TICKETS IF YOU BOOK WITHIN 2 WEEKS! LET'S HELP SUSIE GET HER 30 FACES BOOKED!
- 3) THEN THERE'S ME! I NEED ONE OF THE 2 PIECES OF PAPER. – THE SURVEY OR YOUR KIT ORDER SHEET. LET'S SHOW SUSIE WHO HER 1ST 3 TEAM MEMBERS WILL BE TONIGHT! I WANT TO HAND OUT SOME RINGS!

THEN, WE WILL DRAW FOR OUR DOOR PRIZES! LET'S EAT!