

Beauty Experience Outline

- 1.** Set up: candles lit, sparkling juice poured on a tray, spa music playing, towels warming, facial trays set up. Also talk with Hostess about setting up a location for the Individual Consultations and her role in how it works. Offer her a bonus gift if her Experience hits a specific Sales number - \$500. Satin Hands as guests enter.
- 2.** Welcome to the platinum Beauty experience . Relax guests in their chair, take shoes off, place head bands on, pull hair back–place energizing lotion on legs and wrap with warm towel. Explain Energizing foot lotion description - Also go over the Cellulite Cream and Massager. Mary Kay has you pampered from head to toe.
- 3.** Introduction and toast – name – how you know hostess and one nice thing you love about her? Raise a glass to the coolest lady at the table tonight. (maybe slip a fluffy robe on hostess)
- 4.** Begin with our luxury cleanser – as you wash your face glide your fingers upward and outward as you massage your skin with our whipped foaming face wash. (HAVE HOSTESS USE THE CLEANSING BRUSH - GO OVER THE DESCRIPTION) You may wipe it off now and we can start our treatments. (Mary Kay disposable cloths). Guests select treatments based on the level of hostess credit/number of guests in attendance.
- 5.** PLATINUM AND GOLD EXPERIENCE - Treatment: begin with the hostess and explain her Korean Mask treatment (hand out Mask flyer) and how everyone will have a chance to book an experience if they would like to try this new treatment. Treatment Choices for tonight - Charcoal Mask, Facial Peel or Microderm Abrasion . Then proceed with explaining the different treatments that each person chose.
- 6.** Once treatments are in place pass the mints around giving everyone a handful. Play "**Have you ever**". Then marketing with the **Mary Kay Purse** game (use mints -YES - keep the mint / NO- pass the mint, whoever has the most mints wins a gift.) Then apply the satin lip treatment. Ask for referrals. Whoever has the most gets a gift.
Ask each guest to fill out the 90 DAY DASH questionnaire to be entered into a drawing. Have them pass the completed questionnaires back to you.
- 7.** Once twenty minutes are up have them rinse their face and lips, apply Day solution on one side of neck, night solution on other side if using Time wise - day cream, night cream if using Volufirm / Moisturizer / lip balm, and indulge soothing eye gel. (optional cc cream) NO COLOR
- 8.** Go around the table and ask them what they liked best about the experience? What they liked best about their skin?
- 9.** Flip placemats–and explain the beauty treatment packages and how they come and what the cost is. Color a HEART if you gotta have it, STAR if you see it in your future and a QUESTION MARK if you have a question. Master card, Visa , Discover - H.U.P. Plan (if you do payment arrangements now is when you promote them)
- 10.** Explain our different experience packages they can book at the individual consultation.

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Who has to leave early tonight?" Great I will take yours first!

11. Serve food and start consults.

Individual Consultation

- ★ How does your face feel? - (touch your face)
- ★ Did you have fun? - (nod your head)
- ★ What was your favorite treatment tonight?
- ★ If money were no object and you could have any Treatment Bundle that you wanted which Bundle would you like to take home with you today? Master card, Visa, Discover - H.U.P. Plan (if you do payment arrangements now is when you promote them)
- ★ Is there any additional items that you would like to select from the SPA Bar.
- ★ As I shared earlier, every guest is given the opportunity to host their own Beauty Experience (hand her a Hostess Flyer) Which one would you like to host. Most choose the Platinum or Gold Experience.
- ★ How would you like to select an additional item at half price today? Wait for yes - which treatment - I am in a contest with my Director to share how Mk consultants make money with Mk. To hit my goal for this month I must share with 20 ladies this month. 5 this week. If you would help me reach my goal for the week you can select any additional item today at half price. It's easy I promise and you could really help me out. "she says- what would I need to do" You say . . .
 - A) Give me 20 minutes this week - we could meet after work or during lunch (coffee or coke) / dessert on me.
 - B) or stop by _____ .
 - C) - or invite to event.

12. Clean up and thank hostess.