

HOW TO HAVE A PERFECT SKIN CARE CLASS!

#1. Prepare and Use your Instructors Guide:

- Insert Instructor Guide Labels on the appropriate pages! Go through your guide and mark the “suggested dialogue’s you want to read! Remember, the most important part of the skin care class is not necessarily what you say but how you connect with the guests!
- **You will want to read and reread your Instructor’s guide out loud several times.** This will allow you to make the presentation your own. And, remember the BEST practice is holding a Skin Care Class. The more parties you hold consistently the more comfortable and professional you will be with your presentation.
- **Write notes in your Instructors Guide. This tool is yours!** The guests won’t see the side you are reading from. Highlight key words that are good visual reminders for you. Add notes to the top and side – **just be sure it is simple and easy for YOU to follow your cues.**

#2. Learn and memorize the 4-Point Recruiting plan:

1. Always ask your hostess, “Who is coming today that may be interested in doing what I do.”
2. Share your heartfelt I-Story at every party.
3. Share the Mary Kay opportunity with at least 1 guest as well as your hostess. Send them home with a team-building brochure and CD, then set up a time to talk to them with your Director to answer their questions.
4. Offer your hostess a special gift for every person she refers to you who becomes a new team member.

#3. Your Starter Kit should always be NEAT AND CLEAN!

#4. As guests arrive have them complete the front of their profile card and treat them to Satin Hands and Satin Lips.

#5. Always remember the 3 goals of a Perfect Party

1. Sell Sets
2. Book Future Parties and Get Referrals
3. Schedule Surveys and identify potential Team Members!

#6. Additional Supplies you will want to have:

- Tickets (can be found at any Party Store)
- Head Bands
- Calculator
- Wet Erase Markers
- Pens
- Your Party Closing Sheets in page protectors or laminated
- 2 Wrapped gifts per party – One for the Queen game and one for the person with the most tickets.

- **#7. Suggested Products (in addition to your Starter Kit) you will want to have:**
 - Satin Hands
 - Satin Lips
 - Microdermabrasion
 - Firming Eye Cream
 - Botanicals Skin Care Line (all steps preferred– at least formula 2)
 - Blemish Control Toner
 - Acne Treatment Gel
 - Velocity Cleanser and moisturizer
 - Roll-Up Bag