

# PARTY TIME OUTLINE

- OPENING -
- Satin Hands and Satin Lips
- One Woman Can (page 3 Beauty Book)
- Fall in Love with Mary Kay... Why we are different...
- What Skin Care is right for you.... PAGE 4 and 5

## **WE HAVE 4 OPTIONS FOR GREAT SKIN CARE TO MEET YOUR NEEDS:**

- #1. Timewise Miracle Set -
- #2. Timewise Repair
- #3. Botanicals -
- #4. Clear Proof Acne Solutions -

**DO YOU KNOW THE MOST COMMON SKIN CARE MISTAKE WOMAN MAKE? Explain the benefits of using one brand and not mixing skin care products.**

**TODAY YOU ARE USING..... have guests turn to the page in their beauty book with the skin care they are using...**

- TIME TO PLAY....

### **Miracle Set Order of Application**

- 3 in 1 Cleanser
- Optional Microdermabrasion on the hand or half of face
- Day Solution on half the face
- Night Solution on back of hand
- Age-Fighting Moisturizer
- Firming Eye Cream

### **Botanicals Order of Application**

- Cleanser
- Mask
- Toner
- Hydrate/Moisturize
- Firming Eye Cream

- MARKETING -
- FLAWLESS FINISH & REFERRAL GAME
- NATURAL BEAUTY FINISH
- TABLE CLOSE

**INDIVIDUAL CLOSE - in a separate space:**

# PARTY TIME NOTES

- **OPENING** - The most important thing is to make a connection with each guest...
  - Connect
  - Thank Hostess
  - Explain party format...learn about Healthy Skin, try some awesome products, and have individual consultations.
  - Tickets and Prizes .... Queen Game (explain follow up appointment), Question Game, Double ticket opportunities

- **SATIN HANDS & SATIN LIPS**

- **ONE WOMAN CAN** (page 3 Beauty Book)

**"At Mary Kay we believe that beauty comes from the inside out and shows beautifully on the outside. Today I want you to feel totally pampered and beautiful."**

- **FALL IN LOVE WITH MARY KAY..**

Why we are different...

Customer Service, Skin Care solutions for every age and every need, affordable prices, Satisfaction Guarantee, Free Beauty advice and personalized service.

- **WHAT SKIN CARE IS RIGHT FOR YOU ... PAGE 4 and 5**

Using their Beauty Books have the guests follow along as you explain our different Skin Care Lines and which they will be using that day.

**WE HAVE 4 OPTIONS FOR GREAT SKIN CARE TO MEET YOUR NEEDS:**

#1. TimeWise Miracle Set - this is perfect for those who are wanting to fight the signs of aging. If you want to have or keep your skin looking young then this skin care system is for you.

#2. TimeWise Repair - This is our prestige brand for advanced age fighting. It's age fighting on Steroids and is perfect for those with advanced signs of aging who want to reduce deep lines and wrinkles and lift the skin.

#3. Botanicals - this is a great basic skin care line that is simple, easy on your skin, easy on the planet and easy on your budget.

#4. Clear Proof Acne Solutions - This is the perfect skin care for anyone who has struggled with acne. It is proven to provide clearer skin in just 7 days.

**DO YOU KNOW THE MOST COMMON SKIN CARE MISTAKE WOMAN MAKE? Explain the benefits of using one brand and not mixing skin care product.**

**TODAY YOU ARE USING.....** have guests turn to the page in their beauty book with the skin care they are using...

- **TIME TO PLAY....**

**Miracle Set Order of Application**

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### **☐ MARKETING - Decide when you are doing this! DO NOT LEAVE THIS OUT!**

Fun I-Story - Who you are, what you do, why did you become a consultant, what almost held you back and what you love the most.

Take 5-10 minutes at most for DOUBLE TICKET QUESTIONS ABOUT YOU OR THE BUSINESS.

### **☐ FLAWLESS FINISH AND REFERRAL GAME**

- Explain Benefits of foundation
- Explain to guests that while your are customizing their foundations you're going to play a game:

### **Gift of Friendship:**

**"Okay before we go on to your cheeks and lips I am going to give you another opportunity to earn tickets for a fun prize! Look at the back of your profile card and you will see a place to write down names and phone numbers. For every person that you can think of who is "over worked, over tired and under pampered" you will receive a ticket! Your friends will be eligible for a totally complimentary pampering session and a gift certificate that I present to them from you. Whoever gets all 7 filled out first will earn an extra 5 tickets! So, pull out your cell phones and let's go!**  
(give them 5 minutes to fill out the referral section)

### **☐ NATURAL BEAUTY FINISH**

- Remind guests of their follow-up appointment with you.

**"Turn over your profile cards and in the note section write down what you would like to do at your follow up with color. Do you want to do a smoky eye, a dash out the door look that takes 3 minutes, an every day look, a day to evening look...It's totally up to you just write down anything you want to learn."**

- Bronzer
- Lip Gloss

### **☐ TABLE CLOSE**

- Compliment time...

• **Placemat Close -**

"So now we are gonna take a little quiz and then who likes specials? I do have some specials for you so I will share those too."

**IMPORTANT: GO THROUGH BELOW QUESTIONS...FOLLOW THE CLOSE SHEET:**

#1. Did you have fun today?

#2. Do you understand the value of using one brand for your daily skin care routine?

#3. What products did you love the most today. Star your favorites. "THIS IS WHERE WE GO THROUGH THE PRODUCTS WE TRIED ALONG WITH THE SPECIALS AND PAYMENT OPTIONS"

#4. For your personal color session which do you prefer? Weeknight or weekend? Just you or friends, prizes and free? \* "Don't forget if you share your color session with 3 or more friends you can get your colors in your compact for free..."

#5. Help me with my goal? Say, "Mary Kay always said at every party there is at least one woman who would be great at Mary Kay....who do you think that is today (SMILE)...okay well there are 3 ways you can help me with my goal..."

A. Mary Kay is not for you but you'll do a survey with me to help me with my goal.

B. I have questions, you may or may not know if this is for you but you'd like to get together and ask me some questions.

C. Sign me up. You are ready to go!

Okay now we are going to see who our ticket winner is. Who has the most tickets?  
Who has the Queen gift. You are the winners.

Now we get to have our individual consultations. I can start who whoever needs to leave first.

**INDIVIDUAL CLOSE - in a separate space:**

Have with you - ROLL-UP BAG, CALCULATOR, DATEBOOK, SALES TICKETS, HOSTESS BROCHURES.

GUEST BRING: Close sheet and profile card.

**CLOSING QUESTIONS - put the Filled Roll-Up Bag on your lap:**

**PART 1: SELL PRODUCT**

1. Did you have fun?

2. How does your skin feel?

3. Point to bag on your lap and say..."So here is everything we tried tonight...what did you fall in love with that you want to take home with you today." BE QUIET!

Complete Sale...Fill out sales ticket and get payment

**PART 2: SCHEDULE FOLLOW-UP**

**PART 3: SCHEDULE SURVEY, COFFEE OR SIGN HER UP**