

# **Skin Care Class Outline:**

## **1. Opening:**

- Thank everyone for coming, and introduce self.
- Thank hostess.
- I have 3 goals for all of you tonight:
  - Have fun (**If you don't have fun, I'm not doing my job/ your time is appreciated and important to me**)
  - Learn something new about your skin
  - Fall in love with our product, and me (**Not obligated to purchase anything unless absolutely love it & promise to use it the way I teach you to us it**)

## **2. Share Agenda:**

- Share a little information about me and what I do.
- Try skin care line and supplements.
- Do some color, but we'll do more at 2<sup>nd</sup> appointment.
  - **2<sup>nd</sup> appointment is for 3 things:**
    - **To see how your product that you purchased is working!**
    - **Have a one-on-one consultation about your skin type, and personal color needs!**
    - **Earn free product by sharing it w/ friends and family!**
- Go over questions, and specials I offer today only.
- Sit down together one-on-one, decide what products you loved, and schedule 2<sup>nd</sup> appointment.

## **3. Opportunity:**

- **Want to ask you 3 questions about your current job or situation, and don't answer out loud.**
  1. At your current job do you have all the flexibility in the world?
  2. At your current job are they constantly praising you for a job well done?
  3. At your current job, if you gave it your guts for the next five years, could you change your financial situation?
- If you answered 'no' to any of the questions, I just want you to hear me out.
- Share 2 min. "I" story
- Mary Kay always said:

## **4. Quality Products:**

- Essentials for healthy skin- 5 steps.
- Try-before-you-buy everything.
- Convenience of having a consultant.
- 100% satisfaction guarantee.

## **5. Skin Care:**

- 3-in-1 cleanser

- Day solution on ½ of face
- Night solution on ½ of face
- Moisturizer
- Eye Cream
- Hydrating creams (1/2 face)
- Foundation
- Foundation test on back of hand
- Microderm on back of hand

## 6. Play Referral Game!

### 7. Color: (unless doing sleepy-time facials)

- 5-10 min. for cheeks and lips

## Conclusion:

- Pass out closing sheet with specials.
- Quickly review each set and what's in it. Romance the bag!
- "If you bought 9 of these sets from the department store, do you have any idea what it would cost? Well, my most recent price comparison shows Clinique at about \$680, Estée Lauder at around \$800, and Lancôme around \$875. Yikes! That did not include all the products since they don't carry everything we do AND they don't even have an awesome bag like this one!"
- Write my specials on the right side of your sheet.
  - **9 Spoil- Me Sets for \$385**  
(Approx. 2 sets free & bag!)
  - **7 sets, this is the best deal**  
(Approx. 1 ½ sets free & bag!)
  - **4 sets for \$199**  
(Approx. 1 set free & bag!)
  - **2 sets for \$99!**
- **I take all credit cards, check and cash, plus I can break up any set into payments.**
- **Review Individual consultation**  
(Use Lisa Madsen Sheet during ind. close)
  - Talk about skin
  - Opportunity for purchase
  - Schedule 2<sup>nd</sup> appointment