

Working a Full Circle Power Start Plus!

Want some serious momentum in your business? How about some serious cash? Then the PowerStart Plus is the key! It will take you anywhere you want to go FAST! Use these words and procedures to get the most bang for your buck out of your time and efforts!

Booking YOUR Power Start for a NEW CONSULTANT:

“Hi _____, this is _____, how are you?” (**little** chit chat). “ I am so excited to call you! I’m starting a brand new business, and I need some guinea pigs to practice on! I’m calling to see if you’d be one of my guinea pigs?” (pause and let her speak). “I’m learning to do Advanced Spa facials and makeovers with Mary Kay. Basically, it’s like going to a Day Spa and getting a \$300 facial for free. We’ll do a booster facial, eye zone therapy, a hand treatment and a Microdermabrasion treatment. There is no obligation for you. In fact, I have a little gift for you just for helping me.. What’s in it for me is just your opinion, and then if you are ever in the market for skincare or color cosmetics after you have this pampering session...my hope is that you’ll think of me.

I have to do 30 faces in the next 30 days, so I’m doing appointments on _____, _____ and _____, which works better for you?”

PREPROFILE SCRIPT

Once the date is BOOKED, then PREPROFILE your hostess with the questions from the customer profile card WITH the final question being this:

“_____, what is one thing that I could help you learn about or change about your skin or color cosmetics that you would find valuable the day of your Spa Facial?” (pause and let her think). Whatever she says, TIE a product into her NEED! Remember selling is filling a NEED!! So if she says, “I have really big pores,” you might say, “I am so excited to introduce you to our microdermabrasion treatment. It is an AWESOME treatment that helps minimize your pores, and the results are immediate for INSTANT gratification! Don’t we love that as women?” THIS is when it is most advantageous to KNOW your product line and the features and benefits.

TURNING the facial into a class and getting the GUEST LIST!!

“Like I said _____, I have to do 30 faces in the next 30 days, so what I’m trying to do is about 5-6 faces at a time. Can you think of 5-6, 10, 15 or even 20 women we could invite to get 5-6 to come with you since we are getting together already? If we can get 5-6 people— and I’ll do 90% of the WORK—I can give you _____ ANYTHING you want the day of your appointment at half price! Anything, everything, no limit, half price that day, but we have to make sure 5 people show up. Isn’t that exciting?!” (pause for response)

“To get 5 people to show up, I’ll need to start with a list of 15. Can you brainstorm a list of 15 people and so you can enjoy half off shopping? (pause for response) “GREAT!! _____, if we can go over your guest list or if you can e-mail it to me within the next 24 hours, I will have a special gift for you.”

(get names, addresses and phone #'s)!!

SAY this with every person on your “contact List”, exactly THIS WAY!!

JUMP START BOOKING SCRIPT FOR SEASONED CONSUTLANTS

“Hi, is _____ there? Hi, this is _____ with Mary Kay, and I am so excited to call you! Do you have a quick minute? I am qualifying for _____, (your goal inserted here. i.e. red jacket, earning a car, etc..OR tell them the challenge you are currently in) and part of my qualification is to get 30 women’s opinion of our Advanced Spa Facial Treatment in the next 30 days. It’s like going to a Day Spa and getting a \$300 facial for free. We’ll do a booster facial, eye zone therapy, a hand treatment, our Microdermabrasion treatment, which is truly instant gratification, and a color consultant. There is no obligation for you. In fact, I have a gift certification for you just for helping me. What’s in it for me is just your opinion, and then if you are ever in the market for skincare or color cosmetics after you have this pampering session...my hope is that you’ll think of me.”

To qualify, I have to do 30 faces in the next 30 days, so I’m doing appointments on _____, _____ and _____, which works better for you?”

Next, go to **TURNING the facial into a class and getting the GUEST LIST!!**

GUEST LIST/REFERRAL CALL

“Hi, is _____ there? Hi, _____, my name is _____, and you don’t know me but _____ passed your name and number along to me. (Let her say something and then chit chat about how they know one another.) Do you have a quick minute? Great! The reason I am calling is that _____ is excited about hostessing an Advanced Spa Facial Treatment that I’d love to tell you about if that is ok? Great, it’s like going to a Day Spa and getting a \$300 facial for free. You get a booster facial, eye zone therapy, hand treatment and even our new Microdermabrasion treatment! There’s no obligation for you, so what’s in it for me is just your opinion, and if you are ever in the market for skin care or color cosmetics, after you have this free service, my hope is just that you think of our new Mary Kay line and me. _____ would love for you to be one of her preferred guests for our Girl’s Day out. Her Spa session is scheduled for _____. How will that work for you?”

There are 3 responses at this point:

- Response 1: She says YES, GREAT!!! Then pre-profile her with the **PREPROFILE SCRIPT** above and encourage HER to bring a friend or two.
- Response 2: She is interested but the date doesn’t work for her. Then say this, “I’m so sorry you can’t make it that day, but if you and I get together at another time outside of _____’s Advanced Spa Session, _____ can still get some great hostess credit. When is better for you, _____ or _____?” (let her comment)

- Response 3: She is NOT interested. “May I send you one of my catalogs with some samples? I’d love for you to see the New Mary Kay products we have.”

GUEST LIST MESSAGE: (use only if can’t get in touch with her within 2-3 days of appt.)

“Hi _____, this is _____, and I know you don’t know me, but I am a new friend of _____. The reason I am calling is that _____ and I got together a few weeks ago for what’s called an advanced spa facial treatment, and we had such a good time we decided to do it again and make it like girls night out. What this is, it’s sort of like going to the spa and getting a \$300 facial for free. You get a booster facial, eye zone therapy, hand treatment and even our new Microdermabrasion treatment! There’s no obligation for you, and in fact I’ve got a gift certificate for you here on behalf of _____. What’s in it for me is just your opinion, and if you are ever in the market for skin care or color cosmetics, after you have this free service, my hope is just that you think of our new Mary Kay line and me. _____’s spa class is _____. _____, I am really going to be busy up until that time, so if you could call me within the next 24 hours with a yea or nay, I’ll have a free _____ (eye shadow) for you, just for letting me know whether or not you can make it. Susie’s goal is to have 6 women in attendance, and we are really hoping you can be there. My number is _____, thanks have a great day and I look forward to meeting you on _____.”

If possible, ALWAYS pre-profile the hostess and her GUESTS using the **PREPROFILE SCRIPT!!** Tie a product into what their ‘needs’ are.

FOLLOW UP/REMINDER CALL

The MORE guests lists you get, the MORE opportunities you create for your business and your FUTURE. Attempt to get guest list addresses and phone numbers. Mail the invitations within 2 weeks of their show, and then follow-up a week before to see if they can attend. If you cannot get a hold of someone within a week before the appointment, leave them a message. The day before the show, leave a friendly reminder message,

“Hi _____, this is _____ with Mary Kay, I’m so excited to see you tomorrow, _____ at ____pm at _____’s house at _____. _____ is so excited to have you joining us. Her goal is to have 6 women in attendance, and thank you for helping _____ reach her goal. We do have plenty of space, so feel free to bring a friend. I will have your _____ (gift certificate or free gift) waiting for you. Look forward to meeting you, and if you have any questions, please call me at _____.”

KEYS TO BEING A MASTER CONSULTANT

Now you have hostesses with a guest list and CLASSES on your date book. So once you hold your classes there are four keys to being a MASTER CONSULTANT:

Key #1: Always book the follow-up facial

ALWAYS book the follow-up facial. It doesn’t matter if someone buys NOTHING or everything!! She deserves the follow up, and remember, our business is about building relationships with women. You need two appointments to do that effectively.

You set the tone for booking the follow-up facial from the beginning of the appointment by your words. Say:

“Thank you all so much for being here, I’m so excited to pamper you with our Advanced Spa Facial. You are going to try some amazing products tonight! One of the best services we offer with Mary Kay is the that we give you two appointments. There are a couple reasons we get together with you twice. The first one is that everything is completely 100% guaranteed, so the follow up appointment is a check up from the neck up to make sure that you are completely happy with your products. If I went into your bathroom and rummaged around, I bet I could find a pile of stuff that you have that you don’t like, it doesn’t work, etc., right? (pause for response or nodding). There should never be any Mary Kay in that pile because it’s all totally satisfaction guaranteed!

The second reason we offer two appointments is that at your first appointment, you’ll do a very classic color look with very simple application techniques. At your follow up appointment, you’ll choose a personalized color look and get some tips on choosing colors. You’ll also use our incredible brushes plus get some specific tips and techniques on how you would apply your makeup based on your eye shape, face shape and coloring.

So tonight, we’ll focus on three things. The first and most important is that I’ll be teaching you about GREAT skin care and anti-aging. The second thing we’ll do is a little bit of color. Then, I’ll visit with you at the end of the show one-on-one to talk about your skin care needs and schedule your follow up appointment.

It is important to mention, “at your follow-up facial” throughout the CLASS 10-12 times.

Key #2: Get Referrals

When the lip mask is drying, you will want to have a big roll of tickets and a prize of some sort. PCP gifts work great. You might also enjoy using the Tic TAC TOE referral sheet (also on my website). Say this:

“While the lip mask is drying for the next few minute, we are going to do one of my favorite parts of the class. If everyone could turn their customer profile card over to the back and look at question #4, where it says names and numbers. What I love about Mary Kay is that we don’t have flashing PINK signs in our yards that say, “Mary Kay consultant lives here.” How we choose to build our business is through referrals. We all know women that are overworked and under pampered and who have SKIN (they laugh). For every name and number, I will give you one ticket towards our prize giveaway, and trust me you so WANT the prize. When you get 5 names and numbers you get a bonus ticket. And, feel free to get your cell phones out because no one knows anyone’s phone numbers anymore. (Take a step back and let them write. If people are hesitant, I usually say with a BIG SMILE, “Now, ladies if I could give you a \$100 per name, I’m sure you could come up with five women. I promise I am VERY gracious no matter if they say yes or no”).

This referral step is IMPORTANT because it is your FUTURE start to a guest list. I tell ya, it’s like GOLD to your business!!

Key #3: Close the class in SETS using the Create a Roll up Bag from our website _____. The password is _____.

Once the class is finished, have the Create a Roll up BAG sheet available in COLOR in page protectors for everyone there. Romance that roll-up BAG, and REALLY share with them that you believe every woman deserves to have the roll-up bag and you want to help them get it!! Offer our payment options of MC, Visa, Discover, American Express and that they can postdate checks an option too (if you choose to offer that option). As you are holding the bag, quickly and concisely walk through the close sheet as a reminder of what comes in the sets. Then finish with your 4 CLOSE questions on the back of the profile card:

Question 1: *Did you enjoy yourself?*

Question 2: *If you could have your hearts desire what 6 sets would you love to have in your Ultimate Roll-up BAG??*

Question 3: *What is one thing you would enjoy learning at your follow-up facial* (might need to give them some ideas, learn to use the brushes, try some customized colors for you, eyebrows, something about your skin)?

Question 4: *When in the next 24-48 hrs. would be a good time to follow-up with you to ask you how you enjoyed your spa facial and get your opinion of the information I shared about our company?*

Finally, ask who is in the biggest hurry and start with them for individual closes in another room if at all possible.

Key #4: Individual close/Ask your guests to help you with your training or to qualify for something (like the current company promotion) and give their opinion of the Mary Kay business information.

AT the individual close you will be focused on 3 things:

1. **Close the sale.** Ask her if she had a good time, what she enjoyed, and then, “So _____ what sets would you like to start with today?”
2. **Book her follow-up FACIAL** and explain your hostess program to her. “_____ when is a good time for your follow up? I hold appointments _____ and _____. What’s better for you?”

Tell her you’ll call her referrals as the start of her guest list. “_____, I’ll go ahead and call these ladies (gesture to her referrals) and see if they can join us for your follow up time so you can get some great hostess credit! When we get 5 women there, you’ll receive _____ (\$75 for \$25, half off, etc)! How does that sound? “Great! You know, if we can brainstorm a list of 15 women, we have a great chance of getting those 5 women there. When can I call you to follow up with you for the rest of your guest list? How does tomorrow night work?”

3. **Asking for the interview** at the end of the facial or class:

“_____, can I ask you one more question? I am working to earn/qualify for _____ (pearls of sharing, challenge, etc..) and part of my qualification is to share the Mary Kay marketing plan with 5 sharp women this week. This may not ever be something that would interest you—and that’s just fine—but you certainly have qualities I look for in building my

business. I'd love to get your opinion and just share with you a little bit more about my business, and that will help me get some practice and qualifying for _____. If it's NOT for you, you'd make a great talent scout for me. Would a quick cup of coffee or coke work for you either _____ or _____?

If you think she is SHARP, if you LIKE HER, meet with her and your Director in person if possible. If that is not an option, book her for an appointment with your Director on a conference call.