

INTRODUCTION (10 minutes)

1

"I want to thank you for being here! I'm looking for three things today. I believe that every single person sitting at this class today will fall into one of three categories:

" 1)" I am looking for customers. I would love to be you Independent Beauty Consultant. Who here at this, right now, *(have them raise their hand)* uses lipstick, lip liner, mascara, cleansing cream, moisturizer of any brand? *(Keep naming all MK products until all hands are raised)* The greatest compliment that you could pay me today is to try our products, if you currently don't have an Independent Beauty Consultant, then I would love to be your Independent Beauty Consultant! *(If you don't tell people that you want them to be your customer, then this may be a one time sale.)* **If you are buying lipstick & lip liner somewhere then I would love it if you bought it from me!"**

" 2)" The second thing I'm looking for are bookings. You see, bookings are the lifeline of our business & I truly believe that the highest compliment that you could give me is to share this with two or three of you friends." *(Have basket of section 1 gifts wrapped)*

2

"And the highest compliment that you could pay me is if you all would just go ahead & decide simply that you would have a booking with me and 2 or 3 of you friends AND IF you decide that right now, before we get started today, you get to reach into my basket and get a free gift!" *(Once one woman raises her hand, 2 or 3 will follow)*
"Get gift now! Before you leave today, we will get this on my books. Ok, great!"

3) "The third thing I'm looking for today is business associates. You see, I have made the decision to _____ promote myself.

Currently looking for sharp professional women, like you! I am looking for women who need more, want more, & are willing to do the work. I am willing to teach you everything that I know! So, watch me today & see if this is something you would be interested in!

-- At the end we will find out who our customers are, the ones choosing a gift & booking a class with me and those that want to know more.

I would love for those to stay and visit with me."

(They are wondering with one they fit into)

SKIN CARE CLASS (20 minutes)

3

If your skin care class is working, don't change it. If you need to tweak, tweak it.

3-in-1 Cleanser, Age Fighting Moisturizer, Day Solution, Night Solution, Foundation, Blush, and Lip Gloss – Because this is a Skin Care Class, you will not do any advanced glamour application.. You want to book follow-up for extensive glamour.

Tell them to listen to all benefits & products.

Chart Showing Steps for Miracle Set

- #1 3-in-1 Cleanser
- #2 Day Solution
- #3 Night Solution
- #4 Age Fighting Moisturizer
- #5 Firming Eye Cream
- #6 Foundation
- #7 Cheek color
- #8 Lip Gloss

Chart Showing Steps for VoluFirm Repair Set

- #1 VF Foaming Cleanser
- #2 VF Lifting Serum
- #3 VF Day Cream
- #4 VF Night Treatment w Retinol
- #5 VF Eye Renewal Cream
- #6 Foundation
- #7 Cheek Color
- #8 Lip Gloss

"Does everybody understand 1st step through the last? When all agree, you say, Ready, Set, Go!!! The first 2 people that finish get another free gift."
They find that they can put MK on in 5 minutes!

MARKETING (10 minutes)

4

I-STORY (2-3 minutes (To create your I Story, go to www.marymelissasmith.com & choose Education tab, then Create your I story.

MRSCAB You can find MRSCAB marketing on intouch, just type in search box at top right "MRSCAB" (there's a guest & consultant copy) – read consultant copy to them, then say:

"I'm currently seeking women I would like to work with and if this applies to you, I would love to talk with you at the end of this class."

TABLE CLOSE & REFERRALS (10 minutes)

5

7

Roll-Up Bag – I Deserve it All: Hold rollup bag up & say.

“Every woman needs two rollup bags (*Wait on the “Why??”*) I’m so glad you asked! You need one for the bathroom. It might be filled like this:

The first pocket is for your skin care needs.

Second Pocket is for you supplement needs.

Third pocket is all glamour.

Fourth pocket is body care

- **Close sales individually**
- **Book appointments.....Book multiple parties for those with lots of names**
- **Share more for those that want to stay & listen.**

FOLLOW-UP!!!

It’s all in the bag! No longer are you going through your drawers, looking for that one eye shadow that you absolutely love and it’s in the back of the drawer and all broken up now! (*They laugh because they’ve probably done that!*) **It’s all compartmentalized and hanging...**

The Second Bag is for travel. Have a filled bag under the sink & it’s ready to throw in your suit case at a moment’s notice! It’s a no brainer and has everything you need”

(*see on idea of buying 2 if they will buy 1 – Shoot for the moon and land among the stars!*)

6

“Let’s play a final game before we end today. Pretend all of you have bought a bag. Let’s pretend you are going to it take home to show to friends / to work to show coworkers... Who’s going to want that bag simply because you do? I have an idea, let’s find out who can come up with the most names in 5 minutes here today and the two people that have the most names will get to reach in and get another gift today!”

(Have a blank piece of paper numbered 1 to 100)

“I want you to list every single person in your circle of influence, people you work with, people you go to church with, your family, people across the U.S... I am more than happy to ship a bag to any family member, etc. But I want you to tell me who wants that bag, simply because you have one! You CAN cheat! Get out your cell phone! All I want is a list of names and I don’t want a last name and I don’t want a phone # !!! You see, I’m not going to call them. I don’t need to know who those people are, YOU need to know who those people are! On your mark, get set, GO! (Say Susie has 15, Debbie has 30, etc) “Debbie”, you got 30 names in 5 minutes! Let’s give her a big round of applause! “Debbie” would it be safe to say that you have just pre-sold 15 rollup bags?? “

(*Take half of how many names she wrote down*) “Let’s think about that... 15 x 300... You have just sold \$4,500!!!