

CLASS 4: SELL TIPS



1- Selling is a learned skill!

- It is as honorable to sell, as it is to buy.
- Your friends and family are going to purchase beauty products anyway. It's a Win-Win!

2- You're not selling b/c you're not sold!

- What's in your purse?
- What's in your bathroom?
- What's your daily skincare routine like?

3- Words to replace

- **Buy, Sell, Purchase**
 - Replace with...
 - "What would you like to take home?"
 - "I teach skincare and cosmetics."
- **Hundred, Dollars, Cents**
 - Replace with ...
 - Numbers only
 - No Dollar Signs on Tickets
 - "This is your total." (point + smile)

4- The Beauty Book Sells Skincare.

- **Why?** The Look Book has so many choices & a confused mind does nothing.
- The Beauty Books was created to sell Skincare.
- At the very end, add a Look Book to their product order for them to go through it later.
- Encourage them to select a "Look" to try at their 2nd appointment.

CLASS 4: SELL AT THE PARTY

1- Ice Breaker with the Satin Set

Whose ready for some pampering? How about a Spa Treatment for your Hands & Lips? It's the Satin Set!!

- **1st: Shea Sugar Scrub** gently exfoliates to soften and smooth lips, while polishing them to perfection & it taste sooo good! Rub softly or aggressively, you decide. The scrub leaves lips feeling soft, smooth & conditioned. Leave it on & we'll rinse it off in a bit.
- **2nd: Protecting Softener** preps hands for a stimulating spa experience by supporting the skin barrier & sealing in precious moisture. It's thick and comforting, created to protect cuticles prior to exfoliation, be sure to start at cuticles and then rub everywhere for some much needed hydration. It's also great for dry elbows, knees and cracked heels.
- **3rd: Refining Shea Scrub** will exfoliate the hands & it's blended with luscious shea butter. This scrub instantly reveals noticeably smoother-looking skin as it buffs away dirt and impurities and leaves hands feeling softer.
- **Rinse** your hands and lips. This is a RACE to a SINK and FIRST one back gets 5 Tickets!! (note after they all get back --> the last person also gets 5 tickets for being kind - she let everyone else win)
- **4th: Shea Butter Lip Balm** is formulated to leave lips feeling satiny-smooth & deeply moisturized. Watch dryness melt away as a mix of shea & jojoba butter comforts & soothes lips.





- **5th: Nourishing Shea Hand Cream** is a satiny spa experience that provides instant relief from dryness, so hands look rejuvenated. It absorbs quickly, so hands won't feel sticky, and it leaves a protective barrier on skin for long-lasting softness.

How does everyone feel now?

My goal was to help you melt the day away with some much needed pampering. I'm glad you all feel better.

2- Welcome

Hi! My name is (NAME). Thank you for being here and for accepting my invite. My goal today is that you would have fun and be empowered about skin care!

We're going to do 4 things:

1. We're going to talk about skin care, we'll use mascara, a complete skincare regimen and even some microdermabrasion with pore minimizer.
 2. Also, I'll tell you a little bit about me so we can be friends and I'm not a stranger to you. And a little bit about Mary Kay the woman & the company too.
 3. I'll give you access to some exclusive deals.
 4. AND my favorite part; at the end I'm going to share with you how Mary Kay is changing my life & I would love your feedback & opinion so you can be entered in a drawing to win a _____ (whatever you or your Director are promoting).
- This is an interactive event so answer questions for raffle tickets (or comment in the chat).
 - Each time try a product that interests you, say/write "I WANT IT!"





- Answer any questions for raffle tickets.
- Let's begin by introducing ourselves. Go around the table & say (or write in the chat) Your name? What you do for a living? Have you ever tried Mary Kay? and How do you know the hostess?
- (You go last.) Share your answers to the above, share your MK Why-Story, the Mary Kay story & about the company. **(Refer to Booking Class for your scripts)**

3- Eye Makeup Remover + Micellar Water

- **Question: When you sleep with your makeup on, how many days does your skin age?** 7-days each time!! or 1-year in 2-months time. That is why it is important to remove make-up every night.
- I use this dynamic duo. It works like sweeping before mopping, because the Makeup Remover & Micellar Water remove heavy dirt & makeup to prep skin before deep cleaning with your anti-aging cleanser.
- **Beauty Tip #1:** Do NOT rub the cotton roughly around the eye area causing premature wrinkles. The skin around your eyes ages first & the most; treat it with kindness. Apply eye makeup remover to a cotton round & press down on the lash-line allowing the product to absorb into the mascara & eyeliner to break it down. Then in a gentle motion, swipe down along the lashes for an easy removal.
- Micelles act like magnets to draw out impurities away from the skin, so you're left with a clean feeling face whether or not you're near a sink.
- **Beauty Tip #2:** Keep one in your car with cotton rounds to remove makeup on your drive home.
- **Question: What are the 5-steps to healthy skin?**
 1. clean
 2. exfoliate
 3. freshen
 4. moisturize
 5. protect



4- **Miracle Set 3D**

- Today you get to use the award winning Miracle Set that works miracles! With an all-inclusive daily skin care regimen that covers all 5-steps to having healthy skin with **our patented 3D approach to anti-aging**:
 - **Defend** - against age-accelerating free radicals
 - **Delay** - the look of premature skin aging
 - **Deliver** - visible improvement with our unique Triple antioxidant power
 - i. Resveratrol - found in grapes; discovered by vineyard workers. Their most dominantly used hand had fewer dark spots; brighter, smoother & more even skin.
 - ii. Vitamin B3 - get glowing illumination & even skin tone with this brightening super power!
 - iii. Peptides - contribute to youthful, resilient skin by restoring your skins natural collagen & elastin production. After 19, you loose a % of your collagen & elastin production each year!
 - All 3D products have THIS triple antioxidant power!!
 - For best results use together & receive our 100% satisfaction guaranteed.

5- **4 in 1 Cleanser**

- **Question: When should we clean our face?** Twice a day; AM & PM.
- Maximize your time with 4 benefits in 1 simple step - Cleans, Exfoliates, Tones & Brightens skin!
- Removes dirt, makeup, oil & maximizes the absorption of your powerhouse skincare.
- Less counter clutter, less time and more results!



6- **Micro Step 1: Refine**

- **Question: Whose concerned with large or clogged pores?**
- Instantly eliminate blackheads, whiteheads & minimizes pore size. Use 2x's per week; not for daily use.
- On ONE HAND: Apply a small drop in a circular motion.
- The exfoliation removes the outer layer of dead skin cells, revealing younger looking skin & the perfectly round aluminum oxide crystals penetrate to the deepest layer of your dermis. Remove w/ wet cloth.



7- **Micro Step 2: Pore Minimizer**

- Step 2 step is very important because it restores your skins PH and closes the pores after deep cleansing.
- **Question? Flex both hands back, what difference do you see?** Lighter/brighter skin w/ fewer fines lines & wrinkles.
- **Question: How many pores do we have on our face?** We're born with 20,000 pores - but we don't see them as babies because when dirt, oil, air pollution and impurities get trapped in the pores, they expand. That is why Microdermabrasion is so important at least 1 time a week.



8- **Promote the Hostess Program**

- The Microdermabrasion Set lasts 6 months & it's worth \$58 but hardly anyone pays for it! Because hostesses get it for FREE!! When 2 of your guests book a party!
- Today's hostess (name) gets it for FREE when 2 of you say YES! to hosting for me
- And what benefits do you receive?
- 1st: You're helping me reach my 30 faces goal
- 2nd: You'll get 50% off your entire order at your party

i Yay! **you earned a 50% discount!**

It's easy to keep your discount! Just have 6 or more guests present at your party

When you have 10 guests you will receive FREE Hydrogel Patches (\$40 value)



When 2 guests book their own party, you will receive a FREE Microdermabrasion Plus set (\$58 value)



9- Day Cream w/ SPF 30

- **Question: Why do we use SPF every day even if we don't go out in the sun?** We have new rays to focus on; blue light from screens, indoor lighting, cell phone, & computers affect the skin just as much as the sun.
- Titanium oxide is highly recommended by dermatologist to block artificial blue lights which we are all overly exposed to; it's an active ingredient in this product.
- Also offers broad spectrum protection SPF 30 from UVA/UVB rays.
- Delivers 12 hours of hydration so you can be like a grape and not dehydrated like a raisin.
- Two formulas: normal/dry or combination/oily skin



10- Night Cream

- Day cream is defending and protection
- Night cream is restoring and replenishing
- Different for day & night b/c you have different needs
- With a bedtime boost of botanicals that goes to work for you while you go to bed - replenishing & restoring
- Smell it; it's fragrance free w/ natural plant based ingredients
- Again 12-hours of hydration, so you get 24-hours of coverage and protection.



11- Eye Cream

- **Question: With which finger do you apply your eye cream?** Ring finger
- De-puffs, brightens, reduces fine lines & expression lines, soothes tired eyes
- Improves the signs of aging & fatigue.
- Hydrates for 12 hours so use it AM & PM.

12- CC Cream

- **Question: Is CC Cream makeup or skin care?** Skin care!!





- Acts like makeup to instantly correct complexion imperfections while formulated like skin care to help nurture skin's beauty tomorrow. So remarkably lightweight, it's naturally flawless as if wearing nothing at all. Instantly brighten & protect against future damage, with hours of hydration to diminish the look of blemishes & redness, this silky formula leaves skin looking healthier, younger & more vibrant.



13- **Everyday Look**

- **Liquid Eye Shadow**
 - Creamy yet lightweight, this liquid shadow saturates lids with pigment-packed color in a single swipe.
- **Ultimate Mascara**
 - This extremely volumizing, superthickening, all-in-one formula creates the look of big, bold, separated lashes that last all day.
- **Concealer or Corrector**
 - Conceals blemishes, age spots & minor skin imperfections.
- **Unlimited Lipgloss**
 - This next-generation gloss glides on smoothly with no drag & delivers instant moisture.
 - Upgrade your gloss experience with patent-pending technology that delivers a nontacky, nonsticky layer of shine.



14- **Compliment Time**

- **Turn to your neighbor and tell her what you like *best* about her new look?**
- While they share, you pack up your Roll Up Bag & clean up a bit to be ready to share the special deals.



15- Special Deals (Table Close)



- I want to thank you from the bottom of my heart for being here & helping me complete my 30 faces in 30 days!! You are directly impacting my dream by being present! So as a thank you for helping me I'm giving you access to these exclusive deals.
- Who likes deals? (show your demo Travel Roll Bag)
- "This is the I Deserve It All Bag, who here deserves it all?" (raise your hand & wait for them to raise their hands too.)
- *I LOVE THIS BAG!* (Squeeze & hug the bag)
- Let me tell you why:
 - When I travel, I roll it up & inside my suitcase it goes
 - When I arrive at my destination, I can hang it behind my bathroom door
 - It lives in in my bathroom just like this (while holding it up), by this hook, so there is no counter-clutter; everything is organized.
 - The pockets are CLEAR - so I can see my products & remember to use them. If you put them in a drawer or cabinet we forget because out of sight is out of mind.
 - (RIP OFF ONE POCKET LOUDLY) Finally, the clear pockets come off. This is my makeup pocket, so I can travel with it & it goes through TSA at the airport with ease & now I can touch up my makeup before I touchdown at my destination
- Ok, Who wants a DEAL with this Amazing Bag?



- (share sets sheet). Point to the top right hand side:
 - **Basic** - it's your minimum set for basic skin care with *your* cleanser & *your* moisturizer.
 - **Miracle** - in the top middle, is our most popular set b/c it's your complete every day skincare routine with *your* cleanser, *your* day cream, *your* night cream & *your* eye cream. Take this set home & you also get 50% off *your* CC Cream for just \$11. The Miracle Set is one-twenty & it's 90-days of product; so that's about a-dollar-per-day or 60 cents in the AM & 60 cents in the PM. We spend more on coffee & the 1st thing people see when they meet us is our face!



I recommend the **Miracle Set** for those that ...



- want to feel more confident in their skin
- don't see results with their current routine
- are currently on the soap/water plan or shampoo/water plan
- are open to trying to something new
- right now feel empowered, educated and informed
- want to try something risk free (backed by our 100% satisfaction guaranteed)
- **Ultimate** - on the top left is the Ultimate Miracle Set that includes the powerhouse 3D Miracle Set plus the power of MicroExfoliation & Pore Minimizer with the added bonus of 50% off your CC Cream AND 50% off your Eye-makeup Remover too!





- o **Additional Sets** are in the middle starting with the Everyday Look you tried today with *your* liquid eyeshadow, *your* mascara, *your* concealer and *your* lipgloss. The Satin Set with pampering for your hands and your lips. And the Multi-Mask Set with *your* toxin & oil absorbing Charcoal Mask and *your* Hydrating Skin Renewing Gel Mask with applicator.
- o **I Deserve It All** - "Who deserve IT ALL? YOU DO! You get the Miracle Set, the Microdermabrasion Set PLUS any additional Set & then you get the Roll Up Bag 1/2 off too! (hug the bag again)

- **Ok, we're going to do a quick quiz.** On the back of your Beauty Profile, in the pink box where it says "For Consultant Use Only" you are going to write the numbers 1, 2, 3 vertically (down) & we're going to answer 3 questions:

1. **(with the sales sheet)** From the set sheet which deal would you like to take home: The Miracle Set, Ultimate Miracle Set or the I Deserve It All? (repeat)

2. **(with the hostess flyer)** Would you like to support my goal & host to earn 50% off your next order & get FREE hydrogel eye patches & help your hostess get her Microdermabrasion Set for FREE today? If so, write down "FREE is for ME!"

16- The Mary Kay Opportunity

- Refer to Team Building Class for steps on sharing the opportunity.



3. **(with the team building flyer)** Which letter best describes your interest in a Mary Kay business?

- **C** - means **Could Be** for me down the road. Until then, I would love to be your customer.
- **B** - means **Book Me** for a second appointment. I have questions & I would love to talk more.
- **A** - means **Absolutely!** I am interested & with your help, I'm willing to try.

Now to win 5 tickets for the raffle - hand in your completed profile card (Virtual: Text a picture of the front & back of your beauty profile card to my number (your #))

17- Individual Close

- It's shopping time!
- Next, I'll take you ONE-AT-TIME to the sitting room.
- Please bring your profile card & opinion form with you.
- You'll be able to share which products you want to take home AND I'll be asking you out on our 2nd date; and if you fell "in-like" with me; then I hope you say yes!
- Our hostess _____ has some goodies she's going to bring out ... and _____ want to come over first?

Memorize and Ask the Closing ?'s.

- "Did you have fun?" (pause)
- "How does your skin feel?" (touch your face & pause)
- "Great! I see here you want to take home a ...
 - (Miracle, Ultimate or I Deserve It All Set)
- Your total is _____. (Point & smile at the total).
- Would you like to use cash, check or card?"
- No '\$' on the sales ticket. **(Refer to Booking Class)**

most popular sets

Ultimate Miracle Set



Miracle Set
Microdermabrasion Refine
Microdermabrasion Pore Minimizer

\$178

and Fave
50% OFF

CC Cream ~~\$22~~ \$11
+
Eye Makeup Remover ~~\$18~~ \$9

Miracle Set



Most Popular

\$120

4 in 1 Cleanser
Day Cream w/ SPF 30
Night Cream
Eye Cream

50% OFF

CC Cream ~~\$22~~ \$11

Basic Set



4 in 1 Cleanser
Day Cream

\$60

Add
CC Cream
\$22

Additional Set

Everyday Look



Unlimited Lipgloss
Ultimate Mascara
Concealer or Corrector
Liquid Eye Shadow

\$64

Additional Set

Satin Set



Satin Hands Kit
Satin Lips Kit

\$58

Additional Set

Multi-Mask



Charcoal Mask
Renewing Gel Mask
Mask Applicator

\$61

Additional Set



! Deserve It All



Ultimate Miracle Set + 1 Additional Set

Travel Roll Up

and Fave
50% OFF

\$36 ~~\$18~~

Beauty Faves



Micellar Water **\$18**

Eyeliner **\$12**

Translucent Powder **\$16**

Blending Brush **\$16**

100% Product Guarantee

Get Set for a BEAUTIFUL YOU!

TimeWise® Ultimate Miracle Set 3D™ \$178



Add a Mary Kay® foundation of your choice, from \$20 to \$25.

TimeWise Miracle Set 3D® \$120



Add a Mary Kay® foundation of your choice, from \$20 to \$25.

Basic Skin Care \$60



Add a Mary Kay® foundation of your choice, from \$20 to \$25.

TimeWise Repair® Volu-Firm® Set, \$215



Scientifically innovative products for the advanced signs of aging, formulated for all skin types.

Set includes
 Foaming Cleanser,
 Advanced Lifting Serum,
 Day Cream Sunscreen
 Broad Spectrum SPF 30,*
 Night Treatment With Retinol, Eye Renewal Cream and a luxurious gift box.

Mary Kay Naturally® Skin Care



The essentials for healthy-looking skin using naturally derived ingredients.

Purifying Cleanser, \$28
 Exfoliating Powder, \$36
 Nourishing Oil, \$50
 Moisturizing Stick, \$30

*At least 90% of ingredients are derived from natural sources. **Set includes a travel size of each product. For more information, go to marykay.com/naturally.

Botanical Effects® Skin Care, \$60



This easy-to-use regimen is infused with simple ingredients that deliver a wealth of essential benefits.

Regimen includes
 Cleansing Gel,
 Refreshing Toner and Moisturizing Gel.
 Invigorating Scrub is available for \$18 (not shown).

Clear Proof™ Acne System, \$50



Clinically shown to provide clearer skin in just 7 days!***

Set includes
 Clarifying Cleansing Gel,* Blemish Control Toner,* Acne Treatment Gel* and Oil-Free Moisturizer for Acne-Prone Skin.

***Based on a 12-week independent clinical study

Mary Kay Clinical Solutions™ Retinol 0.5 Set, \$120



A new level of dermocosmetic performance to supplement your nighttime skin care routine.

Retinol 0.5 is shown to prevent and reverse wrinkles, discoloration and loss of facial firmness.*

Learn about this set on marykay.com/clinicalsolutions.

Skinvigorate Sonic™ Skin Care System, \$75



Removes four times more dirt, oil, impurities, makeup and pollutants than hand-cleansing alone.** System includes device, one Facial Cleansing Brush Head and USB cord.

Skinvigorate Sonic™ Facial Massage Head, \$25, pk/1

White Tea & Citrus Satin Hands® Pampering Set, \$36



This spa-like treatment revitalizes and rejuvenates the look of hands, so they feel renewed and instantly look healthier.

Set includes
 a fragrance-free protecting softener, a scented shea scrub, a scented shea cream and a giftable bag.

Customized Color Look, \$70



Choose your shades to create the most beautiful you!

Color Look includes*
 Mary Kay Unlimited® Lip Gloss, Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15,* Mary Kay® Ultimate Mascara™ and Mary Kay® Liquid Eye Shadow.

Mary Kay® Travel Roll-Up Bag (unfilled), \$36



It's a multitasking marvel! Versatile. Packable. Portable.

All prices are suggested retail. *Over-the-counter drug product. **Results based on an independent expert evaluator assessing 22 women during an eight-week clinical study in which women used Retinol 0.5 every other night for the first two weeks, then applied nightly weeks 3-8. Data reflects the percentage of patients who showed improvement, or the percentage of improvement for an attribute compared to baseline measurements taken at the beginning of the study. ***Results based on a one-day independent clinical study during which 21 women used cleanser with the Skinvigorate Sonic™ Skin Care System + Skinvigorate Sonic™ Facial Cleansing Brush Head for 15 seconds.

Totally **FLEXIBLE.**
TOTALLY Fun!

MARY KAY

1 *your life*

- At the heart of every Mary Kay opportunity are **fun, freedom and flexibility.**
- You can **balance** the important things in your life and put them first while still running your own successful Mary Kay business.
- You choose how much time to put in and how involved you want to be.
- You can **earn up to 50% profit*** on everything you sell at suggested retail.

- **Flexible** opportunity that works for you.
- **Make a little extra money** on the side while working your business as much or as little as you want.

2 *be who you want to be*

- Mary Kay Independent Beauty Consultants care about one another, their customers and **helping other women.**
- Nothing beats the **encouragement and empowerment you receive** from other women like you.
- Mary Kay offers opportunities for **education and personal development** that can help you build your sales skills.



3 *you can believe in*

- Mary Kay® products are made with the **highest quality ingredients** and are extensively researched. Hundreds of thousands of product tests are conducted each year.
- Finding products that deliver real results and are **right for you and for your customers.**

4 *of Mary Kay*

- **Started by a woman for women.**
- For more than 58 years, Mary Kay has been **empowering women** to be their own bosses, to be self-starters and to be who they truly want to be.
- Core value of faith first, family second, career third.
- Mary Kay Inc. and the *Mary Kay Ash Foundation™* have donated **\$57 million** to help end domestic violence.
- The *Mary Kay Ash Foundation™* has donated **\$27 million** in grants to cancer research.



IS THIS OPPORTUNITY *for you?*

- A** means **Absolutely!** I am interested, *and with your help, I'm willing to try.*
- B** means **Book Me** for a second appointment. *I have questions, and I would love to talk more.*
- C** means **Could Be** for me down the road. *Until then, I would love to be your customer.*

*The 50% gross profit calculation is based on a minimum \$225 wholesale Section 1 product order.