

Skype Parties for Mary Kay

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## Skype subscription

1. In order to hold a Mary Kay Skype class, preparation is the key.
2. First, you and your hostess must have a Skype account. To download the software, please visit [www.skype.com](http://www.skype.com), and sign up. This is a free service!!
3. Once you have signed up, you will need to add your hostess as a contact. So, search by their name/user name and city and state. And, as always, you can also add your local customers to your Skype contact list if they currently subscribe to Skype.
4. Don't forget to add any of the guests that are at the Skype class to your Skype account as well, for future contact and also to allow you to have parties with them, and communicate with them after the party during your follow up and recruitment process.
5. Remember, Skype is a great tool to use when speaking to your customers as it allows you a better way of reading their body language, and facial expressions.

## Preparation is the key!

1. Once you have booked the class, you will need to have the hostess provide your customers contact numbers so that you can pre-profile them.
2. Contact the guests at least one week ahead and pre-profile them. Also have them visit your personal website and use the virtual makeover.
3. You will need to find out what their formula for TimeWise will be and determine what formula of foundation might be best for them.
4. Send out all of the samples needed for your hostess, along with look books, please remember to send foundation samples, and both formulas of the TimeWise. If your hostess will be doing multiple parties, I would send out the travel size TimeWise sets instead of the traditional samples. I do not send out the mirror sets, just the foam inserts with numbers corresponding to the TimeWise set. IE. #1 might be 3 in 1 cleanser. The hostess will be responsible for supplying mirrors for her guests, or she can ask the guests to use their own mirrors.
5. As with any other party, please contact your hostess, and guests before the party to ensure that they are excited about the High-Tech Mary Kay party that they will be attending.
6. Confirm with your hostess that they have received all the materials needed.

## Day of class!

1. Brief your hostess again, via Skype of how the party will be held. Don't forget the 4-point recruiting steps.
2. Your hostess will need to set up the computer so that it is on the table so that all the guests can see the screen. Have her set up the skin care trays on the foam tray inserts, set up mirrors that the guests can use, and also cotton balls and q-tips, and wash cloths, just as you would at any other traditional party.
3. The hostess will greet the guests, and also show them how to use Satin Hands prior to starting the class.
4. Don't make it complicated, just act as you would at any other class. The party flow is the same, just from a distance.
5. After the skin care has been presented, the laptop computer should be moved to a quiet area so that you and each guest can do the one-on-one consultation.
6. Don't forget to book classes, get referrals and offer the career opportunity information which can be emailed to your customer, or you can schedule a time in which you can present the career opportunity via phone or Skype.

After class!

1. Send out all product ordered by the guests via Customer Delivery Service to the hostess. This is the least expensive way to process their orders, and it gives the Hostess a way to connect with her friends again.
2. Don't forget any hostess gifts promised, and also send out recruiting literature to all.
3. Follow up with all guests within a week of them receiving their product to ensure that they are happy with their purchases, and also to discuss any questions they may have about the Mary Kay opportunity. Skype is also a great way to contact them back for the presentation of the career opportunity.