

Beach Party Outline

Room Set-up:

15 – 20 chairs are set in a semi-circle in a living area of the hostess' home. Fun, upbeat music (ex. Beach Boys, etc.) is playing as guests enter. A full set of demo products (as listed on Beach Party Souvenir") are on display (on a coffee table, etc.) for easy access. Other items on-hand include:

- ?? Plastic leis (put on each guest as they enter – have a basket for them to put them in as they leave)
- ?? Hostess Credit flyer (rolled up like diplomas & tied with a ribbon)
- ?? 1 full travel roll-up bag filled with demos

***** Make sure to smile, nod and raise your right hand every time you ask a question – in sales classes, it is said that every time your customer does that with you, it increases your sales by \$15! Plus they are involved and having fun!!!**

Welcome to (hostess name)'s Beach Party! Thank every guest for coming. My name is _____, and I will be your Vacation Director for the next couple of hours. Are you excited?!? Present your hostess with a product gift in a gift bag (ex: PCP gifts with purchase). Excite them about the drawings you will hold at the very end of the party and they must be present to win! Let them know that there will be several ways to earn additional chances for the drawing as we go along today. Give tickets to those that were on time for the early bird drawing – select a ticket for someone to pick a prize from your basket!

How many of you have ever been to a Mary Kay skin-care class or event before? Great! Well, this is going to be unlike anything you've experienced before, so take a deep breath, roll your shoulders back to relax, and get ready to have FUN!

Now, this is a little different format, because we're not going to be taking our make-up off or put any on tonight. I like to call this my "Squirt & Pass" party, so here's what we're gonna do: squirt & pass, squirt & pass.

Going on a beach vacation is the most popular getaway around, and who can guess what is even more fun than tanning on the beach? You guessed it – shopping, shopping, shopping and more shopping!!! So, we have your very own list of souvenirs available to you tonight and it is everything you need! Be sure to make note of "Pink Light" specials along the way (refer to Beach Party Special Offers on the Souvenir sheet). So, let's shop!! Tour them through the Beach Party souvenir sheet having them check off what they like while you are doing the show and tell. Have them experience as many products as possible rather than just tell. Use full size regular line products for demonstration. This will also double as your display.

When Mary Kay Ash founded our company 40 years ago, she envisioned that you, as women would all have your very own, personal MK consultant to service your every skin-care and glamour need. I am so excited to service all of your skin care and beauty needs!

Now, how many of you have ever seen this magazine before? (Hold up Look book.) This is a catalog that we send to our premier customers once a quarter to inform and update you on the latest trends in skin-care and cosmetics. How many of you like presents? If you would like to receive this from me every few months with samples enclosed, just check this little box (on beach party souvenir), and I will add you to my preferred customer list & you will get lots of free presents from me!!!

And if you would like to earn \$100 FREE MK product, instead of just letting (hostess) have all the fun, then just go ahead and check this item (on beach party souvenir), and we'll answer all of your

questions and fill in the details later. If you're not quite sure yet, just check "I want more info", and we can chat later.

Sunless tanning lotion

Do Tan"toos" on your guests! Create a template using postcard card stock paper & use a decorative hole punch (ex. hearts, the sun, butterfly, etc...). Place on the guests arm & fill it with the sunless tanning lotion using a disposable sponge tip applicator. Wha - la!!! You've got a tan"too"! In just minutes the design will appear. "You can get that beach sun-kissed look without the harmful sun rays with MK's Sunless tanning lotion! Who would like to experience this fun product in the form of a tan"too"?" As you go around doing the tan"toos" – explain that it is very important that they use our Satin Hands & Body Buffing cream first so that the sunless tanning lotion doesn't collect onto dead skin!

TW Demo (on hands w/ foundation test)

Do a "hand facial" which means to do TimeWise cleanser and Age fighting Moisturizer on the back of **one** hand followed lastly by Bronze 808 medium coverage (Ivory 100 for Bronze skin) on **both** hands. Be sure to share the facts about (ex. TimeWise skin care 99% improvement in skin softness, etc...) how the Miracle set will change their skin with the statistics from the beauty book. Final step will be to use Satin Hands to wash off all the foundation.

OK, believe it or not, the most important thing we teach in MK is not glamour. Can someone tell me what you think it might be? Yep, it's skin-care. The single most important thing we can teach you is how to take care of your skin. Let me give you an example: Have you ever picked out some colors from a magazine by looking at a model? You take the color home, do your best to follow the instructions, but no matter what you do, you are just not looking like the model. Would you believe that a lot of that has to do with the shape and condition that your skin is in? If you think of your face as art, your skin is basically the canvas, and your cosmetics are the color. If you don't have a good palette to start with, it doesn't matter what colors you pick....your faces just isn't going to look as good as it could and should, do you know what I mean?

(Also talk about Velocity and use it as demo if any guests are under 25.)

How often do you clean your glasses or contacts? How about your car? Well guess what, all that stuff that lands on your glasses & car also lands on your face! I cannot stress to you how important it is to take care of your skin. You get 24 hours older every day. You wash your face anyway so why not have a young face & not just a clean face! AND our products are safe for sensitive skin – anyone here with that issue? If you go home with nothing else tonight, I hope you'll go home with your skin care products.

MK foundations were tested for over 2 years for true skin tones. Our new foundations are transfer resistant. MK uses the most expensive ingredients like ultra marine pigments instead of zinc which is in most other foundation lines. Ever wonder why your face looks white in pictures – it's the ZINC!

(Refer back to beach party souvenir sheet) Our TimeWise sets are shown here, and I want to ask you a question. If \$ were no object, and you had our skin care on your shelf, would you use it? If the MK fairy came to your house and left you a present, which skin care set would you pick? Are you spiritual people? Do you believe in miracles? If you could use some serious miracles in your skin, just check the box next to "miracle set".....We're as young as we are going to be at 25!!! Let's talk about the miracle set. Share...day/night solution with statistics from the Beauty Book).

(after TW experiment)

So, are you thinking that you'd like to get that goop off your hands? Great! We're about to share our Satin hands set with you...who has ever had a Satin Hands pampering before?

Satin Hands demo

(When finished with demo, show set in tote bag) All of these products are sold individually, so when you need refills, you can order them one at a time, but the company gives offers a price break and this great little tote bag when you buy the complete set initially. Can you believe this set of 4 is only 28? I love it! Ok, here's what we're gonna do....we're gonna split up into groups to go wash our hands. If possible, divide into 3 groups & send to separate sinks to rinse (kitchen, bathroom, etc.). The team back 1st gets a ticket. Now, we're gonna have a race, and which ever team gets back from washing their hands the quickest is going to win tickets from me. Now I haven't told you yet what the tickets are for, but I will give you a hint that they relate to the grand prize I will give away in a little while, and trust me...you WANT to win my tickets. OK, ready set go! (Play Beach music)

(When coming back in from washing hands – share satin hands hand cream & mention SPF So, how do your hands feel? Who would like the rest of your body to feel that way? Ok, listen to this. Who in here is a good reader? (Pick a guest & have them read the TW Visibly Fit Body lotion benefits as you hold up the bottle – give them a ticket. Then act out the following: Pretend to squirt the lotion into your hands while making a squirting noise, then rub your hands together while making a swishing noise. Lastly, bend over and pretend to rub your hands all over your backside while shaking back and forth!) How many of you have ever caught a glimpse of yourself in a three-way mirror? Uh-huh...do you know where I'm going with this? This product is designed for those parts of your body that you can't see but everyone else can...Ha! Ha! Ha! Our TimeWise patented ingredients are like a recipe of ingredients & treatment for the face and body. (Pass around lotion for sampling)

Private Spa Collection

OOOOOOhhhhhhhh. This is one of my favorite lines in MK....our Private Spa Collection....do any of you currently use this? Well, as you can see there are four separate sets, and would you believe that you don't pick the set based on the smell you like the best? No! You determine which one you'll use by the mood you're in! Read back of the bottles. Describe each of them, for example say: This yellow one is called "Embrace Happiness". This fresh, energetic blend of lemon and jasmine is like showering in laughter. Now who in this room could use a shower in laughter in your life? Uh-huh! The next one is called "Embrace Today". This one is the scent of motivation. Did anyone ever wonder what motivation smelled like? This is the scent of "I can do anything!" Read each one, and allow them to "sniff and pass" down the row.) You're trying the moisture lotion right now, but these also come in body wash and delicious fragrance (hold up bottle of fragrance). Did you know that a lotion can do all of this? Now that you've had a chance to test them all, I want each of you to tell me which one was your personal favorite (go down the line and let them announce their choice- have them mark on souvenirs).

Optional: At this time, you could sample the Private Spa Mint Bliss Energizing Foot & Leg treatment for those who would like to try this amazing product! Ask any guest wanting to try this product to slip off their shoes so that you can sample on their feet.

Color 101

OK, now let's talk about color. Is anyone familiar with a man by the name of Robert Jones? Well, he's a world renowned cosmetic expert, who has customers like Cher and Kate Dillon, and we just recently had the privilege of attending advanced glamour training with him. Do you know that women will work really, really hard to look natural? Did you know that every eye shape has different color application needs? Did you know that your eye color, not your clothing, should determine the eye makeup colors you choose? Color is a very personal choice. Who in here knows how women should select their lip color? Every woman should choose the color of their lipstick by the size of your lips!

Does that surprise you? Women with full lips and women with thin lips should never wear the same shade. How many of you get tired of a color before it goes away? Color is a very personal choice. If we tried to customize your color in a group this size we would be here all night. So, here's what we can do – we can design a look just for you. I can also work with you to update your look for the new season! If that interests you, and you'd like to see what your very own personal color profile would be, then draw a little circle around this compact up here (refer to Beach Party Souvenir). Of course there's no obligation to buy anything, so if you're just interested in seeing your own designed look, circle this compact, OK?

In MK, we have a color program called Color 101 (walk through Custom Compact and explain benefits). You get to select all the shades, but the compact is only part of the 101 program (show remaining 101 products and talk about them). Guess what! The custom compact is just as good for the environment as it is for your pocket book since you are not throwing away the compact every time you run out or update your colors!

Brushes

The tools you use make ALL the difference in the world. The MK Signature Brush collection makes putting on makeup fun! Robert Jones told us he designed this cheek brush, and before listening to him describe the process, I had NO IDEA how much product development and design work went into developing a brush set! Let's talk about this cheek brush. This round head was created to distribute color evenly, and it prevents that racing stripe on the side of your face. This brush was specifically designed to protect YOU from YOU – ha,ha! My director's friend had a customer that went home with this brush set a few weeks ago, and called her the next day with Buyer's Remorse...do you know what that is? She was feeling guilty for spending \$ on a brush set, when she had so many other bills to pay, and she was thinking about returning the brushes to me. The director told her to just use them for a few days to help her make a decision, and then she could still return them to her at the end of the week if she wanted to. Well, she did call back at the end of the week, but not to return them. She said it was one of the best purchases she'd ever made, and she easily would have paid double for them!! Now, how many of you in here would like a sale tonight? If you want to take these brushes home with you tonight, then we'll give them to you at \$39 instead of 45, how does that sound?

Read down remainder of Beach Party Souvenir Column, lipsticks, mascara etc. Note on mascara – how many of you know that you should replace your mascara every 3 months – great tip is to write an expiration date on the container.

Bronzing Beads

(Ask for volunteer from audience) Would someone like to be a model for us? I need someone to model our bronzing beads, who will be the lucky lady? These bronzing beads are one of our hottest commodities in MK. They come from Italy, and you know, all great things come from Italy. (Swipe brush across forehead, ask if audience can notice). You brush these across the raised parts of your face that are exposed to the sun the most, ie. forehead, nose, chin, & cheek bones. The Bronzing Beads are \$18 & will last you forever, and if you want them tonight, we'll throw in this retractable brush at a discounted rate of \$7, instead of the original \$10!

Concealer

Our concealer is highly, highly, highly, highly, highly, highly, highly concentrated! A little will go a loooooooooooooong way, and this little tube will last you forever. The concealer is opaque, so you can't see through it.

Eye Deal Solutions

Did you know that MK Oil Free Eye Makeup remover was featured on Good Morning America as one of the Top 3 eye makeup removers! Our product is ophthalmologist tested – safety tip: don't ever use

products on your eyes that don't say for use in or around the eye (ex: Vaseline, baby oil, etc...). And what about the "I can't wait to go to my 20 year High School reunion eye cream?" Our incredible New TimeWise age-fighting eye cream is unbelievable! 9 out of 10 women in an independent study showed DRAMATIC results after just 8 weeks of use. It's hydration that keeps you looking young! They are not sampling these – you are simply telling them about the products. Make sure after every product description, you have them mark in their souvenir booklet if they like that item! How many of you have ever had puffy eyes? How many have had tired eyes? You will love our Indulge Soothing Eye mask! When you see a picture of a woman at a spa, what is on her eyes? Right... cucumbers! This product has cucumber extract and lots of soothing botanicals to reduce puffiness and help tired eyes. It can be used thick for 10 minutes as a mask to reduce puffiness or apply just a little bit as a leave on product. Let's give this product a try! Use your spatula and place a little on their finger to put under their eye.

Describe Intense Moisturizer & Oil Free Hydrating Gel

Lip Savers

Explain lip outliner – keeps your lipstick and gloss from bleeding. Pass it around to sample on the back of their hand – feel how silky it feels. Now introduce Satin Lips (demo using disposable facial cloths for the mask) How many of you have ever had dry lips? How many of you have wished that your lipstick lasted longer? You are going to be so happy you came tonight! First let's try our lip mask. You treat yourself to this mask 2 times per week. Lots of my customers do this on "WW" or Wednesday, Weekend. That way you don't have to think, "did I do that crazy mask yesterday, two days ago"... and you only leave it on for 1 minute... so I just use mine in the morning before I shower and rinse it off in the shower. This will get rid of the dead skin on your lips so that the lip balm can actually moisturize your lips and your lipstick is not sitting on dead skin that is sloughing off! Our lip balm is filled with vitamins to sooth and hydrate your lips for up to 10 hours – your lips will never be the same!!! (use your spatula to give a LITTLE balm on the guests' finger) How do your lips feel now? You could have some lipstick and gloss samples scattered on the table for them to use when you're done showing all of our products).

Romance and pass perfume/cologne around

Close

Next, take that group to check out and make their purchases using their souvenir booklet. Make a BIG deal over purchases by saying something like "10 extra tickets here". If your pocket book and wish list don't match, I can work out a payment plan that will allow you to pay for it as you use it! AND, the last Pink Light special tonight will be these valuable tickets – each person here will receive 10 tickets for every \$100 spent tonight!

As you are figuring out their order and taking their money, softly say so only she can hear..."I always select a couple of people who I would most like to have as my future hostesses. Today I have selected YOU because (insert sincere compliment)! Tell me is there any reason why we couldn't book a Beach Party for YOU? I think you'd be great!" REMAIN SILENT... Focus your eyes on her right eye. YOU MUST MEMORIZE WORD FOR WORD THE ABOVE DIALOGUE AND DO NOT CHANGE A SINGLE WORD! When she says yes....tell her you'll set the date before you leave tonight! If you don't have new consultants there observing and helping you fill order orders, and you are overwhelmed with lots of people, you can put the order together at home & deliver to the hostess to give to her friends.

OK... I feel like giving away another present! I'm sure you've been wondering what this container filled with goldfish crackers is here for... I want you to write on the back of your Souvenir list how many you think are in this container. The closest to the correct amount wins!!!!!!

Be sure to say, “We are going to do one more thing...it will only take about 15 minutes...this is the most important part.”

Have everyone enter the living room and be seated. Ask “How many of you would like to earn some extra tickets?” I just want to get to know each of you a little better and wanted to ask you a few questions THEN you will get to ask me questions and earn more tickets for the grand prize drawing!

Ask the following questions:

1. What do you like best about your current job/situation? (pick 3)
2. What would you like to change? (same 3)
3. Where do you see yourself 5 years from now? (ask everyone)
4. If I had 5 minutes to share about a Mary Kay business what you would want to know? Let them ask around 8-10 questions about the MK opportunity.

When done, ask them to fill out the Tell Us What You Think form and do a small door prize for turning it in (ex: travel size lotion...). Mail the forms to your director (send 20 forms and win a prize).

Don't forget to do the Grand Prize drawing!!!

Hostess Credit

The \$100 in FREE MK product is based on Sales and/or number of women in attendance at the party. See below:

~~20~~ \$600 (retail before tax) in total class sales

~~20~~ \$300 (retail before tax) in total class sales AND 12+ in attendance

If she doesn't meet the hostess requirement listed above, then use the following to determine the dollar amount in FREE product:

10% of class sales

15% of class sales with 1 booking

20% of class sales with 2 bookings

For example, if her class sales are \$400, but she only had 8 in attendance, but 2 of them booked a party, then her hostess credit would be \$80.00 in FREE MK product (20% of \$400).

Consider this: The average woman will spend at least \$50...so 12x50-\$600 for just an average party! When you sell \$600, you profit \$300! When you give \$200 in free product, it cost you \$100...so...you make \$200 profit which approximately \$100/hour!