

## Coaching for a Debut

1. How many RSVPS' do you have so far?
2. Did you read the Business Debut Package? If not, read it!!

### List of things to do:

1. Name Tag, Customer Profile Card & pens when people enter. Have them fill out the front side of the card.
2. Make sure the chairs are in a circle or U shape facing the front table
3. **Front table:**
  - a. Travel roll up bag – filled exactly like the Beauty Book with full size items that can be used for sampling with a 600 foundation.
  - b. 5 Sets: Miracle Set, Satin Hands Set, Microdermabrasion Set, Pedicure Set and Velocity Set
  - c. Beauty Books,
  - d. “Tell Us What You Think Form”
  - e. 3 raffle prizes - \$10 gift certificates are better than product.
  - f. Baby wipes.
4. **Helpers:**
  - a. Family Member – to run the kitchen and the food – your not making \$ in the kitchen this day
  - b. Recruiter – will close all your sales and collect \$
  - c. Director – do the marketing & close new recruits
  - d. You – **This is your only responsibility for the entire debut and the most important part of the debut**.... Highlight your MK date book for when you are available so you can book color appointments with EVERYONE!! Hand them an appointment card (this can be a Color 101 card or business card with the date written on it). You are there, they are there, that's what you are all there for...get it done!!
5. **Order of Events**
  - a. Fill out PCP card
  - b. Do Satin Hands
  - c. Introduction of new consultant & why she began her business.
  - d. Everyone introduce themselves:
    - i. Your name?
    - ii. What you do during the day?
    - iii. How you know the consultant?
    - iv. One reason why you believe she will be successful?
    - v. In 1min. or less – please
  - e. Introduce yourself – say your I story
  - f. Pass out the Beauty Books
  - g. Introduce the company – page 2 of the beauty book
  - h. Introduce the products – page 4 of the beauty book
  - i. Today is the first of 2 appointments. Today we're focusing on skin care but you all have the opportunity to book a customized color appointment with your consultant.
  - j. Do an “on the go facial” on **one hand** for everyone with the Normal/Dry Miracle Set (use baby wipes after the 3 in 1 cleanser) and foundation **on both hands** – have them tell you the results they see.
  - k. Read results of the Miracle set from page 6.
  - l. Turn to page 7 and show the Ultimate Miracle Set – give them a sample of TW Visibly Fit Body Lotion
  - m. Turn to page 17 and do a Travel Roll Up Bag close.
  - n. **HUP Plan** – Husband Unawareness Plan – for your shopping convenience you can use Visa, MC, Discover, Check or Cash...or a little bit of each so your husband doesn't find it =>
  - o. **Play a Game** – The first to fill out questions 1-4 on the back of the PCP card wins a prize
  - p. **Time for shopping and eating.**
    - i. The recruiter and director will close the sales.
    - ii. The consultant will book the appointments
    - iii. Guest shop and help themselves to food in the dining room or kitchen (this is when the food is brought out)
  - q. **Marketing** –
    - i. During this time the recruiter will package all the orders. Recruiter needs to add a Look Book, customer receipt and any change to the bag.
    - ii. Let the guest know that the consultant has a HUGE goal to earn her MK calculator. She needs their opinion of our business plan in order to earn it. If everyone will please give us their opinion.
    - iii. Hand out the double-sided marketing flyer, beauty agreements and pens.
    - iv. If they do not sign up, then hand out the “tell us what you think form” for them to fill out