

What to Say to Book Your Skin Care Parties!

- Hi! This is (your name). Do you have a minute? I'm a new Beauty Consultant with Mary Kay Cosmetics and I'm really excited! As part of my training, I've been challenged to offer a free makeover to 30 people during the first 30 days of my business.
- Is there any reason why you wouldn't enjoy being treated to a free makeover?
- Great! I have openings on (dates) at (times). Which is better for you?
- I need to ask a couple quick questions so I can have the right products ready for you.
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most like to learn about when we get together?
- A lot of people like to share their makeover with a few friends because you can earn products at a discount and it's more fun! Do you have some girlfriends who may like to join you?
- How about if I call you back in a couple days to get your guest list with phone numbers so that I can get their skin types ahead of time.

Calling the Guest List:

This quick conversation helps your party to have good attendance!
You'll want to call the guests several days before the party.

- Hi! This is (your name), (hostess's name)'s consultant with Mary Kay.
- Do you have a minute?
- I'm excited that you'll be a guest at (hostess's) skin care party!
- I just wanted to get a little info ahead of time to personalize your makeover.
- Do you feel you have Dry, Normal, Combination or Oily Skin?
- What would you most like to learn about when we get together?
- I'll bring products that will help with that so you can try a sample!
- Thank you (her name)!
- I can't wait to meet you on (date/time/location).

What to Say to Book from Referral Names

- Hi, is this _____? My name is (your name) and I'm a friend of (your customer's name). Do you have a minute?
- I'm calling because I recently treated your friend, (____) to a makeover with Mary Kay Cosmetics. She said you'd be fun to get together with and I was just calling to see if you would enjoy being treated to a free makeover?
- Repeat the remainder of the conversation above.

What to Put in Your Hostess Packet:

Pretty Gift Bag with Look Book, Hostess Letter, Business Card, Product Sample, & Invitation Postcards (or use Beaute-Vite Party Planner invitations from marykayintouch.com).