

Coaching Your Beauty Experiences

**** I recommend that you connect with her live on the phone during the coaching process so that you can describe the Package Options/Beauty Experience treatments to her. Their excitement & “buy in” will be much greater & the likelihood they will want to invite friends to share their experience will be much higher! If I booked through a text, I will call her for the confirmation & to get her excited about the Packages, see which one she is choosing, & get her “Invite List”.

IF YOU BOOK HER ON THE PHONE/IN PERSON..... After you book her date, explain this immediately while on the phone with her:

For your Beauty experience, you have 4 package options to choose from! Each one comes with its own special treatment, plus you can share your experience with friends, & when you do you can take home free products that you love! As you're checking out the flyer- make sure to check out the Platinum Package - this is the most popular. With the Platinum package you share your Experience with 8 of your favorite friends & you each choose the special treatment you want to do PLUS with this package you get a free treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! how does that sound to you?

If she says yes I'll see if I can find 8 friends —>

great! Go ahead and check with your friends & see who will join you! I recommend if you want to have 8 attend to invite 16-20. I'll need an Rsvp list so I can find out which treatment each person wants to do so I can customize the experience for them. I'll check in with you tomorrow for a list of who you're inviting- what's a good time to catch you- morning or afternoon?

If she says I don't think I can get 8 friends -->

Oh that is ok! I'll send you a flyer a of the package options & you can tell me which one is most appealing to you! The gold package is 5 friends & each of you choose your treatment plus you get free products , or the silver package is you and 3 friends & you all get the deep Cleansing charcoal mask experience!

How many friends are you thinking you'd like to have there?

When calling to confirm her Beauty Experience (within 24 hours of booking):

Hi Ashley! I'm so excited for your Beauty Experience on Friday the 22nd at 6pm! Do you have Quick minute? I wanted to confirm with you and also see which Experience Package you were most excited about after reviewing the Menu?

If she hasn't reviewed it yet & isn't sure:

Oh it's ok! Let me share a couple things so you can decide! For your Beauty experience, you have 4 package options to choose from! Each one comes with it's own special treatment, plus you can share your experience with friends, & when you do you can take home free products that you love! As you're checking out the flyer- make sure to check out the Platinum Package - this is the most popular. With the Platinum package you share your Experience with 8 of your favorite friends & you each choose the special treatment you want to do PLUS with this package you get a free treatment of our new Lifting Bio-Cellulose Mask! You also receive \$120 in products for only \$35! how does that sound to you?

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Oh that is ok! The gold package is 5 friends & each of you choose your treatment plus you get free products , or the silver package is you and 3 friends & you all get the deep Cleansing charcoal mask experience- plus free products for both!! How many friends are you thinking you'd like to have there?

Finish Each scenario with this:

..... ok great!! That's the _____ Package! Go ahead and check with your friends & see who will join you! I recommend if you want to have "x#" attend to invite *(double the # of people for that package ; ex: 10-12 for the gold package/ or 8-10 for the silver package)*. I'll need an Rsvp list so I can find out which treatment each person wants to do & customize the experience for them. I'll check in with you tomorrow for a list of who you're inviting- when you get your invite list together within 24 hours your get a free satin Shea Butter lip balm as a gift! what's a good time to catch you- morning or afternoon?

When you're calling to get her guest list :

Hi Ashley! Just giving you a quick call about your Beauty Experience on the 22nd! I'm excited! I wanted to make sure you got that free Shea Butter satin lip balm gift for getting your list together! I'll go ahead and jot down who you've invited- who do you have down? *(Keep asking , who else, until she's done. Get their #s also.*

What if she doesn't have enough people on the list to qualify for a certain Package? *(She needs to have atleast DOUBLE to # of people on the list than her Package requires!!)*

If she is going for the gold Package for example and she only gave you 5 names -

This is so exciting ashley! We're going to have a blast! Since you're going for the gold Package & want to have 5 women there, who else can you think of to invite? Normally it takes inviting 10-12 to have 5 who are free that day to join you?

Perfect! Thanks so much! I'll set that lip balm aside for you to redeem at your Experience. What I'll do next is contact each of the ladies on your list to find out which treatment they would like! If you can make sure they all know the date & time as well, & I'll send you an invite you can send out to everyone!

(Send her the invite picture to send out)

When you're calling the guests to preprofile & find out which treatment they want:

Hi Jennifer! This is April Hutchinson with Mary Kay! How are you? I'm calling about the Beauty Experience you were invited to attend at Ashley's home next Friday the 22nd! I'm excited for you to be there & wanted to customize a treatment for you. Do you have a quick minute?

Would you describe your skin as OILY, DRY, COMBINATION, or NORMAL?

What is one thing you would change about your skin if you could?

Have you tried Mary Kay products in the past?

(If so- how recent? Who is her consultant? If she has one- say "Great I'm so glad you love your Mary Kay products! I'm happy for you to attend Ashley's Experience & for you to try something new. Just know that in Mary Kay we honor our sister consultants so after you attend Ashley's Experience, you will say with your consultant Jenni!)

If she has but doesn't use the products or have a consultant:

Great! Then I'm super excited for you to experience the "new" Mary Kay & try one of our Spa-like treatments we offer! I think you'll be so pleased with this new beauty experience!

If she hasn't:

Great! I'm so excited to introduce you to Mary Kay's new Beauty Experience & in home treatments! You'll experience a DIY skin treatment at Ashley's that will keep your skin soft & radiant for DAYS!!

We have 3 complimentary treatments you can choose from at your Experience at Ashley's:

Microdermabrasion treatment - this is a salon grade exfoliation treatment - Great for minimizing pores & exfoliating dry skin, and it leaves your skin beautiful & smooth!

revealing radiance facial peel- this is the ultimate anti-aging Treatment, and is a smooth formula that dissolves dead skin cells - it's like new skin after 1 use!

Charcoal mask experience - this is a de-pore clogging mask that draws everything out of the pores - wipes away easily, & leaves the skin more even toned & soft!

Which sounds most appealing to you for this Experience?

Ok great!! I'm looking forward to see you then! you'll want to arrive 10-15 minutes before 6, because we'll do a satin hand treatment before we begin & we'll start the experience right at 6! See you then!

Tips to recommend to the hostess for her Beauty Experience to be the best experience possible!!!

- Save food for the end when you're meeting 1-1 with each person (that way we can start on time)
- Let her know we'll start right at the time you set so that your Experience is no longer than 2 hours
- Use her living room / comfortable space for the Experience (vs sitting at the kitchen table)- it's more cozy feeling
- Light candles
- Ask if she has a crockpot that you can keep the cloths warm in
- Decide where is best to do the 1-1 consults at the end of the Experience- make sure it's not in the same room as everyone is hanging out in/ etc - maybe if everyones in the living room, do 1-1 in the kitchen, vise versa. Try not to go into a secluded room down the hallway where no one can see you - stay in the same "vicinity" just need a private space
- Play spa type music (on your phone or have hostess turn it on low in the background on the Tv)
- Confirm with her the day before/ the day of to see if any guest changes are being made