

## **Kelly Carroll's skin care class**

### **INTRODUCE DIRECTORS (optional)**

**I want to give our guests a great big round of applause because you said you were going to be here and you are.**

**I know you are sitting here thinking.....your consultant might have promised..... The truth is you were hand selected to be here today.**

**We are looking for 3 things. All of you will fit into one of these 3 categories. I want you to watch & listen to see where you would better serve your consultant.**

- 1. We are looking for customers. How many right now use something (lip liner, lipstick, foundation). We are asking you to try the product and if you like it we are asking you to buy from the consultant who invited you today.**
- 2. Bookings- are the lifeline for your consultant. The highest compliment you can pay your consultant is to book an appointment with her. (Give 5 tickets and a gift for setting the appointment). If you are sitting right here thinking oh I can do one of those appointments in the next two weeks we will give you 5 tickets for gifts to be raffled at the end of our class today. Explain what a class is. (3-6 is a class). With out you she would not be in business. That is how important you are. You are truly are an asset to her business. Now if anyone changes their mind you can still book by the end of the class.**
- 3. We are looking for business associates. We are looking for women and men who need more, want more and are willing to work. If you need more, want more and are**

**willing to work we will teach you everything you need to know. So you will be in this business for yourself not by yourself. I invite you to watch me today and to see which of these categories you fit into.**

**Today our session will consist of 3 segments.**

**1. I am going to teach you how to take care of your skin in less than 10 minutes. The first \_\_\_\_\_ who finish (this depends on how many guest are in attendance) will receive a prize from the basket. Your consultant will be assisting you.**

**Miracle system- first one to finish will win a prize. Now we have to finish in 10 minutes because I want you to know this does not take long to do. I also want to know that I was successful in showing you how to look and feel good in 10 minutes.**

**2. I will discuss the marketing plan which only takes 10 minutes. That is how simple this business is. I do not know who came today just to help their consultant but after hearing about the opportunity is thinking Oh My gosh I think this was a divine appt. this is for me.**

**3. I will close with the best news of all. I am going to tell you how much this product cost and it's going to knock your socks off.**

**You will be able to ask questions today about the product or the opportunity and when you do you will be given a ticket by the top 2% of the company. At the end of the evening we will be doing a raffle for prizes so ask, ask, ask!**

**NOW LET'S GET STARTED.**

The “Miracle System” it speaks for itself. It’s the miracle system. I so confident about our miracle system that today after one application you will feel a difference. Feel your skin right now because you will feel the difference after one application. Our first step is the cleanser. If it takes more time out of my day I am not going to do it. Our 3 in 1 cleanses, exfoliates and freshener all in one simple product. I keep my cleanser in the shower. Explain YOUR application. I am 90 yrs. Old. It takes seconds in the shower. Morning & night, one system for any skin type. It is so state of the art it will activate according to your skin type. For oily skin apply to your hands and rub together to activate the ingredients to help keep the oil absorbed for up to 8 hrs.

Be sure to keep the cleanser in the shower because.... A suggestion is to buy 2 cleansers one for the shower and one at the sink.

I am going to introduce you to the second part of the system. The age fighting moisturizer now could Mary Kay have thought of a better name. This part of the system will help keep your skin looking young. A.m. & p.m. just like the 3 in 1. It does not matter what

Day and Night solution. The day solution is a protectant not a moisturizer. You need to squirt 1-2 applications into the palm of your hands. Apply to your face and throat the excess apply to the back of your hands. Spf.15 is for incidental exposure. Like driving, walking to the car etc. this product protects your skin from stress, wind and the elements in the air. Describe how to use with 3 in 1 and age fighting moisturizer. Replenish what they day tried to take out. Night solution has encapsulated vitamin e. Each time you dispense the product you will be applying fresh vitamin e. You will apply to face and throat and the excess to the back of your hands.

Will people notice? The answer is yes. Just like when a man shaves his mustache and you can’t pinpoint what makes him look difference but he looks different. I call that the pregnant glow. This will also happen with our products.

What are women concerned about? After using our system for 8 weeks. What can you expect from the system? 155% in skin’s softness, approx. 91% in smoothness and 48% reduction of fine lines and wrinkles. Through the consistency of one system. In today’s society you can get anything through the drive thru and I believe this is your steak and lobster thru the drive thru. Now what is the one thing you will never cover up in the United States of America? (Face) What is the one thing people will remember when they think of you even if they can’t remember your name? (Your face!) What is the one thing you need to take care of? (Your face!) That is why you need the miracle system.

Now here’s what you are going to do. You will apply:

- a. 3 in 1 cleanser (well #1) in a circular motion avoiding the eye area. Remove with the disposable wash cloth.
- b. Apply day solution (well #2)

- c. Apply age fighting moisturizer (well #3)
- d. Apply night solution to the back of one hand. (well #4)
- e. Apply age fighting eye cream (well #5)
- f. Apply foundation (well #6)
- g.

The first \_\_\_\_\_ who finish the miracle system will win a prize.

**HOW DOES YOUR SKIN FEEL? WAS I SUCCESSFUL IN SHOWING YOU TO USE THIS PRODUCT IN LESS THAN 5 MINUTES?**

Now let's move onto our glamour products. Here are a couple of techniques.

1. apply blush from the temple area towards your nose using a tapping motion because we are using cotton balls/sponges then blend with the clean side.
2. Apply eye shadow highlighter (lightest color) on entire eye area, apply mid-tone on crease of eye and apply accent color on the corner of the eye.
3. lipstick balances the whole look

Ladies, this is what we do. We help women look and feel their best. We demonstrate this fabulous product. Some will buy, others will book and yet others right now are thinking oh my gosh I am so ready for a change.

Again I want to know if you need more, want more and are willing to do the work because we are looking to build our National area. I want to share my beginnings with you.

## **I-STORY**

Just to share a little bit about the company

We have a consumable item. At 10:00 @ night your consultants are doing flip flops because they are washing M.K. off with M.K..

We doing make 50% of our sales. A class is what we are doing today a facial is what we are doing today.

If you signed up today and held a class once a week for 2 hours. (How many of you can cut out TV.) If you did one class for a full year you can bring home \$17,500.00 pure profit in your pocket. For 2 classes a week for a full year you can bring home \$35,000.00 3 classes can bring home approx. \$50,000.00

How many of you work? How many of you want to make more money. Somebody here today is seriously contemplating signing up to do Mary Kay. You are sitting here saying of my gosh this is for me. At every class there is always one person who wants more, needs more and is willing to do the work.

(Used only @ sales meeting)

**Let's meet some of these women right now**

**PIN NEW CONSULTANTS (GIVE A BUSINESS TIP)  
INNER CIRCLE, STAR CONSULTANTS**

**QUEEN OF SALES**

*Sr. Consultants* (When you have your first recruit the company will send you 4% of their 50%. **STAND ONLY**)

*Star Recruiter.....STAND ONLY*

*Team Leader.....* The average team leader earns \$500.00-\$1,000.00 monthly. We call this a love check do not tell your husband if you receive one. You will love yourself from the top of head to the tip of your toes.

**Who here has received love checks from Mary Kay?**

*D.I.Q.* you now have 8 personal business associates you submit a D.I.Q. card and you have 1-4 months to promote yourself to directorship.

**Please come up front**

- a. Name?
- b. Finish date?

(Continue with presentation)

*Director-* You now have 30 unit members. You still receive 4, 9 or 13% on your personal. 13% on your unit and now you are up to 26% out of the company's 50%! Plus bonuses! Top director's trips for you and your husband. Can it happen to you? Yes it can.

**It cost \$100.00 plus tax. It is a Wal-Mart decision**

**How many of you shopped at Wal-Mart this past week?  
How much did you spend? Did it change your life?**

**Starting Mary Kay is a Wal-Mart decision. This business will cook you from the inside out. In the Wal-Mart Decision you will receive the tools of the trade. Your second step is inventory. I do want to say something about inventory. You need inventory.**

**Does anybody here own their own business?  
How much did it take to get it started? In Mary Kay a full store is \$3,600.00 and Mary Kay has a 90% buy back on the business. Do you have to get that 3600.00? No! but I will tell you women will not wait to be great! I can show you how to get started in Mary Kay if you are willing to stay and talk with me. I am inviting some of you to stay after we are done to listen how you can begin your career today.**

**Now here comes the best news of all. The rollup bag close. In this first pocket is the miracle system, the second pocket is your color, the third pocket are the supplements and the fourth pocket is your body and lip treatment.**

**I believe every women should have 2 bags. Let me tell you why. One you will keep in the bathroom and the other is just for travel. Then you don't have to think. It's a no brainer. Everybody needs 2 bags this bag retails for \$407.00 but it covers you from the top of your head to the tip of your toes. Are you ready for the best news for every bag you purchase you can deduct \$108.00 off the retail price. You will also receive an additional 5 tickets for every bag you purchase. For every hundred you will receive 10 tickets.**

**We accept visa, m/c, discover, cash and we do have creative financing.**

**Now one more thing before I have the consultants come and take your order. On the back of the questionnaire you just filled out I want you to think of all the people you will be showing and telling about the bag. Family, friends, co workers, church members etc. The person with the most names will receive a gift.**

*(Use in meetings)*

**PLAY MUSIC (DIRECTORS WALK AROUND ANNOUNCING THE #'S OF NAMES)**

**I want to invite those with 15 or more names to stay and listen to how they can start their very own career in Mary Kay.**

**ALL CONSULTANTS WILL:**

- a. hear announcements
- b. be given a 10-15 training
- c. Be given a challenge to complete for next week.

**INVENTORY TALK WITH THOSE WHO STAYED TO LISTEN.**

**Tell me what you want to bring home. \$300.00, 400.00 weekly tell me what you want not what you think will happen. What do you want from this career? The greatest thing about inventory is if you have it you will sell it if you don't have it you won't sell it. We do have a 90% guarantee. We can take up to 4 credit cards. Interest on your c.c. is tax deductible. This is not a debt it is an investment in your future. If you purchase a couch that is a debt. This is an investment in your future.**

## **HAVE READY SET SELL BROCHURE**

**THIS IS THE \$3,600.00 YOU WILL BE ABLE TO RECEIVE \$7,200.00 OF PRODUCT. IT IS O.K. TO DISAGREE TO AGREE. YOU MAY THINK I'M CRAZY. IF YOU DON'T LIKE IT SEND IT BACK I DO NOT RECOMMEND THAT BECAUSE YOU CAN NEVER GET BACK IN BECAUSE EVERYTHING THAT IS RETURNED IS NOT RESELLABLE OR YOU CAN SELL ALL OF IT AND NEVER ORDER AGAIN.**

**AT THE 3,600.00 YOU ARE AN EMERALD STAR CONSULTANT YOU ARE NOW PUT ON THE COMPANY'S REFERAL SYSTEM. FOR ANYONE WHO STARTS THEIR BUSINESS WITH A \$3,600.00 YOU WILL RECEIVE A RING. WHEN YOU SELL \$1,000.00 IN YOUR FIRST WEEK YOU CAN TAKE YOUR PROFIT RIGHT OFF THE TOP. FOR 2 HOURS OF WORK CLOCK IN TO CLOCK OUT YOU JUST PROFITED APPROX. \$400.00.**

**\$3,000.00-\$3,600.00 YOU ARE AT A PROFIT LEVEL. THESE 2 LEVELS ARE DYNAMITE!**

**THE NEXT LEVEL IS RUBY. THIS IS THE LAST PACKAGE THAT ALLOWS YOU TO HAVE 1 OR EVERYTHING. YOU ARE STILL IN THE CUSTOMER REFERRAL AT MARY KAY.**

**THE NEXT LEVEL IS \$1,800.00 YOU ARE STILL A STAR CONSULTANT**

**THE NEXT LEVELS ARE SELLING LEVELS. YOU ARE NOT A STAR AND YOU MUST PICK AND CHOOSE PRODUCT.**

**I NEVER LEARNED HOW TO SWIM BY STICKING MY BIG TOE IN THE WATER. YOU HAVE TO MAKE THE DECISION WHERE YOU WANT TO BEGIN. REMEMBER AIM HIGH. ASK FOR \$4,500.00 AND THEN IF YOU HAVE TO COME DOWN YOU CAN.**

**Anyone brave enough to do their order today? What do you have to lose?**