

Skin Care Class Outline

A. Arrival

1. Arrive 30 minutes ahead of time
2. Smile
3. Walk in with one bag
4. Give sincere compliment
5. Determine class area & Satin Hands wash area
6. Go to car for other items

B. Set-Up

1. Set up place settings
2. Set up hostess gifts and goodies (optional)
3. Ask Hostess, "Tell me about the guests that are coming today!"
4. Have guests fill out profile cards
5. Match foundation – write on profile card
6. Demo Satin Hands

C. Welcome

1. Thank hostess & guests for coming
2. Go over party perks – give hostess gift
3. Get acquainted – name, how they know hostess & what they're most excited about
4. IStory
5. "Watch me today and if you can see yourself doing what I do, ask me at the end how much Mary Kay pays me because I think everyone should know."
6. Share company info (keep brief)

D. Share Agenda

1. Facial
2. Foundation
3. Dash Out the Door
4. Share specials
5. Meet Individually
6. Hostess shares snacks and refreshments

E. Introduction to Facial

1. Explain 1st of 2 appointments
2. Explain different skin care lines
3. Explain Follow-up game
4. Feel skin before trying any product

F. Facial

1. Eye Make-Up Remover
2. Cleanser
3. Micro-Step 1
4. Micro-Step 2
5. Day Solution (apply on half of face)
6. Night Solution (apply on elbow)
7. Moisturizer (apply on half of face – same side as Day Solution) – pg. 6 & 7
8. Walk back through TimeWise Ultimate Miracle Set
9. Eye Treatment (apply on one eye) – pg. 13
10. Lip Treatment
11. Referral Game (Island game or your choice)
12. Mineral Foundation
13. Dash Out the Door
14. Mascara

G. Closing

15. Take off headbands & fluff up hair
16. Feel their skin
17. Compliment each other
18. Pass out shopping sheets – review sets – circle 4 favorite sets
19. Flip over placemat and share Starter Kit info
20. Thank everyone for coming – direct hostess to serve snacks & refreshments

H. Private Consultation

1. “Did you have a good time?”
2. Give sincere compliment
3. Review sets – determine sale
4. Book follow-up – date, time & location
5. Turn referrals into guest list
6. Give Party Packet – determine date to get guest list
7. Opportunity interest
8. Fill order