

POWER CLASS BY NATIONAL SALES DIRECTOR KELLY MCCARROLL

Opening- I have made the decision to promote myself to (Sales Director, National Sales Director, etc) position.

Today I am looking for three things and I believe everyone today will fall into one of these categories:

- 1) **Customers** (Raise your hand to gain participation in the class)...people who use lipliner, lipstick, eyeshadow, blush, etc. Keep going until all hands are up. I am asking today that you try our products and that I could be your consultant.
- 2) **Bookings**-The highest compliment you can pay me is to share me with 2-3 of your friends...bookings are the lifeline of our business...(Bring 10 gifts wrapped behind you on the table) If you decide right now that you could bring 2 or 3 friends together, you can pick a prize from the basket. (I would have sample size product, or discontinued product as your prizes, then give them the pink Ice Ring for the booking AT THE CLASS when it holds.)
- 3) **Business Associates**-People, who want more, need more and are willing to do the work. I am willing to teach you everything I know. I am currently looking for sharp, professional women like you. So watch me and see if this is something you might be interested in.

“What we are going to do today is this...(Give them an outline)

1. I am going to be reading to you the facts and figures about our product line. I will tell you about the company and why I do this. This will take about 10 minutes
2. We will try the product on your face. This will take about 20 minutes.
3. Then I will do about a 10 minute close on the best news of all...the product & how much it costs and how you can take it home with you tonight.

Now Begin...Read your flip chart up until the Microdermabrasion. So you will only be demonstrating the Miracle set, guess their foundation and tell them they win a prize if you are wrong. Then get the right color at the individual close. Do Microdermabrasion on the back of one hand. Do the firming eye cream and lip gloss. Do not do color. Set up your Rollup bag just like the one in the back of the beauty book or use a Create-a-Roll-up sheet that you already have that works for you. One is available on our unit website.

Now Marketing-From top to bottom read the inside of the **Steps to Success Brochure**) go from Consultant to NSD

Let guests know what they can make:

- 1 class per wk every week \$17,500 a year
- 2 classes per week every week \$35,000 a year
- 3 classes per week every week \$52,000 a year

Three things that sell in times of recession-Tobacco, Alcohol & cosmetics
It is a consumable product

Mary Kay says that at every class there is a future beauty consultant...

Close It: I am looking for people who need more want more and are willing to do the work. I can teach you everything I know.

Now close with the Roll-up bag (Have two bags set up just like the back of the beauty book or use your own setup)

Say: The Best News of Mary Kay...How much does it cost...Show Roll-Up bag-Romance it-Sell the sizzle. Tell them they can combine any of the four squares of the Create a Roll-up Sheet or the sets sheet in the new beauty book (I would use the set sheet in the new beauty book) for \$299 (don't use the word dollars) tonight only! And get the bag for free! That is over a \$412.00 dollar value! I believe that every woman in America needs two! Why? I am so glad you asked!

The first one is because of it compartments. I could never find what I needed in my drawer. Everything was all mixed together, the blush dumped all over the bottom of the drawer. I keep one rollup in the bathroom, next to my sink. I take out what I need, and then put it back. My bathroom is always neat.

However, this bag does get hair spray, gel, and soap on it, so it gets sticky. So, I have a second one for traveling. It is already packed and ready to go. When I come home, I replace used items; put it back under the sink. It is now ready for my next trip.

When a group of top directors in Mary Kay go on an airplane, they always carry their rollup as a carryon. You don't care if they lose your luggage, you can always go shopping! But how are you going to locate a Mary Kay consultant from our hotel in Rome?

Give each guest a piece of paper folded into four columns numbered 1-25 on each column.

Now say, pretend you bought the roll-up bag and showed it to everyone you know... (Now give suggestions, such as, church, work through husband, kids, previous job, school, etc) work the room to get # of names up... Tell them that you are going to give them 5 minutes to write down the most first names of people they know. Whoever can write the most names will win a prize. Now, remember, I only want the first name, no last name, no phone number! Remember everyone needs a rollup!

Get ready, set, and go!

(Keep talking while they write). Did I tell you it was okay to cheat? Grab your cell phone or address books! Who are your relatives? Even the ones across the country? How about neighbors, church, the clerks at the store or bank? Who do you work with? Who are our children's friends? Anyone in your family in sports? Do you belong to any community organizations?

Look! Betty has 20 names already! Two minutes to go! Debbie is up to 25 names!

Now in 5 minutes say Times Up...and begin to do a count-up with the guests (build anticipation)

If you have 20 or more names please stand

25 or more names please stand
30 or more remain standing, etc.
Until you have a winner.

Okay, who had the most names? Wow! Debbie had 30 names! You know what, Debbie? Let's think about this for a minute. If you told those 30 people about our rollup, you could probably presell at least 15 of them-don't you think? Now 15x\$300 dollars (and say the word dollars)=\$4500. You have just presold \$4500 in 5 minutes! You know your situation better than I do, Debbie. Is that \$4500 dollars better in my pocket or is that \$4500 dollars better in yours?

At Individual close:

Debbie I would love to have you be a part of my team. Is there any reason why we couldn't book 2-3 classes from our names and sign you up as a consultant tonight? We can get you started right now!

No? Well, let's book a couple of classes with 3-4 of your friends from that list of 30. You can tell them how much you love your bag! And you can earn some more products to go in it!

PRACTICE. PRACTICE, PRACTICE!

Hints from Kelly: 1. Bookings: work smart, book 3 classes the same time every week. So you know when your store is open and when it is closed.

Be a good guesser and guess the foundation color when they come in the door. Give them a prize if you are wrong. Then at individual close you can find out their skin type and color. You can also test it on their necks.

Use normal to dry 3-1 cleanser on everyone and combination to oil moisturizer on everyone so you don't have to know their skin type until the individual close. It will save time.