

Week 2

# FIVES FOCUS FOR THE WEEK OF \_\_\_\_\_

**“IT’S NOT HOW MUCH YOU WORK: IT’S HOW WELL YOU WORK CONSISTENTLY!”**

1. Five new contacts daily (Business cards, referrals, warm chatter...)

Monday	Tuesday	Wednesday	Thursday	Friday

2. Five customers contacts daily (Calls for reorders, Preferred Customer Program, to invite...)


3. Five interviews weekly (Individual, “practice”, guests...)

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4. Five classes weekly (Booked by this Friday for the following week...)

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5. Five TimeWise sold weekly (Think of your multiplying reorder business...)

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If you fill in every line with a name, your business will take off like a rocket!! Challenge yourself to focus on these fives and improve your “score” every week!!

Scores: Last week \_\_\_\_\_ This week \_\_\_\_\_ Goal \_\_\_\_\_

# Mona Butters' Skin Care Class Opening

Hello my name is \_\_\_\_\_. I am so excited to be here today. Thanks so much to our beautiful Hostess \_\_\_\_\_ who has graciously invited us into her home. I'd love to get to know you. Please tell me your name, how you know the hostess, what you do for a living and the best part of your day. (Do this before the class begins)

Tell you "I" Story as you present the MRSQCAB

M-Money	Crisp Dollar Bill
R-Recognition	Prizes from prize brochure
S-Self Esteem	Before and after picture of you
G-Girlfriends	Fun pictures with Mary Kay friends
C-Car	Vibe or Pink Cadillac
A-Advancement	Brief Case
B-Be your own boss/Flexibility	Office in your home

We're proud of our founder, Mary Kay Ash. Not only did she live the philosophy of God, Family, Career she encouraged us to live our lives in that order. The mission statement for our Company is to "enrich the lives of Women everywhere", including all 36 foreign countries. She was considered the female entrepreneur of the 20<sup>th</sup> Century.

We are also proud of the fact that for 12 consecutive years Mary Kay has been the #1 Selling Brand of Skin Care in the United States. Therefore, you will be trying products unlike any other on the current market. Our Company has brought the fields of dermatology and cosmetology together and have developed the patented Timewise Products which you will be trying today.

## Simple Solutions-Dramatic Results

Our product has a 100% money back guarantee, so today you can try it, buy it and if you are not totally satisfied return it for other formulas or your money back. We under-promise and over-deliver.

We will also be doing a quick color makeover with neutral colors. How many of you would like to learn more beauty tips for lips, eyes and cheeks? (Have them raise their hands)> In the middle of the table are seasonal fabulous looks that can be used at your personal color makeover. \_\_\_\_ is wearing the \_\_\_\_ look. Go ahead and select on now and when we have our personal time we can select your date. Keep in mind at your personal consultation away from the table we will finish your paper work and schedule your personal color make over.

Okay! Ready Set, Go!!

I want you to know that I have everything with me today. **Second**, as far as how much it costs, that depends on your personal needs (holding up the travel organizer). If you are like I was, you'll want everything for the "professional woman." It is everything you see in this travel organizer. This is what every Consultant has and it is priced for \$\_\_\_\_ (DO NOT SAY DOLLARS!) It is the price of a quality suit. The suit will last us a few season, but our faces a lifetime.

**IF THIS IS WHERE YOU START TODAY** and you purchase the entire Travel Roll Up or the "I Deserve It All" you will be eligible for the BONUS OFFER. Instead of \$\_\_\_\_ Today's Special is \$\_\_\_\_ which includes all the pockets, the Travel Organizer.

## Closing After the Miracle Set

*Take the Miracle set out of the roll up and put it in front of you. Be sure you hold each product like it was a fine piece of crystal.*

*Pick up the cleanser. “Now let’s review. Our 3-in-1 Cleanser is gentle enough to use every morning and every night.” Next, the moisturizer: “Our light-weight moisturizer hydrates up to 10 hours, and can be used every morning and every night. Our age-fighting non-transferable foundation is used only during the day.” Take the 2 pieces that make it the miracle set. “During the day you are going to put on the day solution, with SPF 25. At night you are going to renew your skin with the peptides in our night solution.”*

*In front of you place the miracle set in the order of application. “Tomorrow morning you are going to get up and cleanse your face, put on day solution, moisturizer, foundation and you are ready for the day. Tomorrow night, you will cleanse, put on night solution, moisturizer, and go to bed.”*

**“If you have time to brush your teeth  
you have time for the miracle set.”**

**These 5 steps retail for \$104. You will replace them at least 4 times in a year. If you use them everyday for 365 days it is \$1.13 a day. That is less than a cup of coffee, less than a can of Coke and those things do nothing for you. Many women spend more money on their sinks and toilets than they do on their face. Most people will probably never see your sinks or toilets, but they will see your face.”**

**“These 5 steps are insurance plan  
for the rest of your life.”**

**Now if you think I have done a good job of telling you about skin care and it’s value, please write TW on your beauty book.”** *At that point put everything back in the pocket.*

## ***Mona Butters' Face to Face Closing***

The following Skin care Class closing was developed by National Sales Director Mona Butters. **There are 3 closing to a successful class.**

### **#1- Close after the Miracle Set and review the products; their features and benefits.**

### **#2- At the Table Close using the roll up as your visual.**

**You probably have two questions. How much does it cost and how soon can I get it?  
THE NEXT SET WOULD BE THE MIRACLE SET AND COLOR 101 AND PRE-SELECTED  
SUPPLEMENTS** which retails for \$, you can be confident in always looking your best!

**NOW IF YOU ARE THINKING** "I have to start with at least the Miracle Set" for \$\_\_\_\_, and the Color Collection for \$\_\_\_\_, "this is a wise decision as a beautiful face begins with beautiful skin."

**The single most important set is our Miracle Set for \$\_\_.**

**NOW LET'S REVIEW-(Show each set as you review)**

\$ \_\_\_\_ for I Deserve it All

\$ \_\_\_\_ Top 3 Pockets

\$ \_\_\_\_ Top 2 Pockets

\$ \_\_\_\_ for the Miracle Set

**NOW, Ladies, Let's go quickly to your closets.** "Choose the one outfit that makes you feel sensational. Remember to include all your accessories...jewelry, scarf, shoes, hosiery, belt, etc. Think about how much you spend." (Now ask each guest how many times they wear that outfit.)

**NOW.** Did your outfit cost \$\_\_\_\_? (Show Miracle Set). Was it \$\_\_\_\_? Was it more like \$\_\_\_\_? Or was it more like \$\_\_\_\_? (Hold up travel organizer) NOTE: Continue showing all the "pockets" until they stop nodding (i.e., if the 3 pockets is all they spend, don't show the "I deserve it all" Collection, etc) Which makes more sense to you-something you wear once a year, once a month, or once a week? Or something you wear everyday – day and night! (Quietly lean toward the guests and say in a low voice...) **You deserve it all which by the way is the best buy TODAY!!! "The good thing is that I accept Visa, MC, Discover, Check and Cash.**

Put a filled roll up in each guest's lap and be sure it's open. Move away from the table for a private consultation – starting with the person who would spend the most on clothes, or is the most excited, or seems anxious to leave.

### **#3 Away from the table close.**

#### **5 Questions at Individual Close**

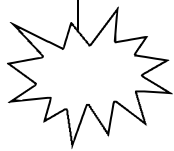
- 1. Did you have as much fun tonight as I did?**
- 2. How does your face feel? (Touch your face)**
- 3. Tell me, which part of the facial did you enjoy the most?**
- 4. Do you have any questions I might not have answered for you?**
- 5. Well \_\_\_\_\_, if price were not object, which of the sets would you like to start with? Would you like to splurge and pamper yourself with the "I Deserve It All" or would it be better today to start with the Miracle Set and Color 101? Whatever you decide to do will be fine with me.**

**(Break eye contact with her, do not speak again until she answers you)**

# Overcoming Selling Objections

I just bought a supply of brand X

May I ask you a question? Having tried Mary Kay, do you feel like it is as good or better than what you are using? I would love for you to try our products. If you try them for 2 weeks and aren't completely satisfied, it is 100% guaranteed!



My husband would have a fit!

Are you currently using some kind of skincare products?

Well, wouldn't your husband be willing to let you spend your money on a product that will work and is 100% guaranteed if you are unsatisfied? I know mine would. We have several ways to make the payments easy on both of you!

**Great! Would you like to use cash, check or credit card?**

I use Brand X

Hey that is great! It is obvious that you are investing time and money in your skin care. Let me ask you, do you feel you are getting the results you want for the price you're paying? I would love to take 45 minutes to show you the #1 brand in the US and get your opinion. I can share with you how much money I can save you.



I tried MK and it broke me out!

I'm Allergic!

I'm so sorry! If you don't mind my asking, what kind of problem did you have? Was it an allergic reaction with itchiness and redness or did you break out with blemishes? Did your consultant work with you at a follow-up facial to solve the problem? Often times, if a consultant is not well trained they can misformulate products. That can be disastrous! Were you able to take advantage of \$back guarantee? Since we have cutting edge new products, I would love to have the chance to make it right for you. You can bring along the old product and I will give you credit for them.

