

Leadership Curriculum

Step 1 - Get 10 Parties Booked for a 2 weeks span (5 per week), preferably these next two weeks (last week in March, first in April)

Map out the 5 time slots you have open and let them choose from those options, that way you are still in control of your schedule! Anything at the studio, you can double book the get togethers.

Script on how to book... *“ Hey girl, how are you? I don’t want to take up a ton of your time, but I wanted to share a goal with you. I am working on a leadership curriculum with Mary Kay and have chosen you to be one of my preferred hostesses. All we need to do is set a time in the next two weeks where we can together for a quick hour for some fun pampering time. I am open Thursday at 7 or Sunday at 2, which works better for you? Is there any reason why you couldn’t get 2-5 of your friends there with you if you could get \$40-100 in free product of your choice? It’s simple, \$20 per person there, \$100 tops for 5 women. Great, is it better for you to send me your guest list tonight or tomorrow for me to pre-profile them? Awesome, I knew I could count on you, you are the best!”*

Objections -- if she says I’d love to, but I am so busy, I don’t have time, I don’t know enough people, all my friends have consultants or use other products, ect... say... ***“I know how you feel, I have felt the same way, but I have found...”*** answer can either be that we are so busy we deserve an hour sometimes to pamper ourselves OR your friends will want to help you earn free product by coming, there are women in your neighborhood or office that would love an hour of pampering time too, you don’t have to know them well. Whenever someone has an objection, that is not a NO, it is a I need more information to think about it in a new way. It is important for us to help women overcome their objections or they will never take the time to do something for themselves or always make up excuses.

Step 2 - Follow Up with ALL Hostesses for Guest Lists (names/numbers)

Say ... *“Hey girl, just following up to get that guest list from you. I want to ensure you get the most product for free. Whenever I follow up with guests, they are always more likely to come and excited about the products they get to try. I can write down the list over the phone now, or you can text/email them to me. I set aside time today to call them, thanks for being so on top of this!”*

Step 3 - Follow Up with Guest Lists

Say... *whether on voicemail or not “ Hey girl, my name is ... and I am a friend and Mary Kay Beauty Consultant to... who is having a get together next Thursday at 7 for a quick hour to test some of our new products. You being there helps her earn free product and she did tell me you were coming. I am so excited to meet you in person and just wanted to ask a couple questions*

quick... have you ever tried MK? Do you have a consultant? Is your skin normal, dry, combo or oily? And, is there anything you would like to see change or improve with your skin or learn about makeup application? Is there anyone that you know that you think would like to come with you? I'm looking forward to meeting you in person and thank you in advance for helping (the hostess) earn her free product! And one last thing, we will start right at 7 to ensure we are done by 8, so please arrive by about 6:50 so we can respect everyone's time. Thanks!"

Step 4 - Set Expectations for the Appointment and Communicate them Clearly

- You want the hostess know what is in it for her... she gets up to \$100 in free product for having 5 women there. Have her choose the product ahead of time, that way she is more committed to it, and tell her that way you can have it ready for her at the party.
- Communicate at the party that your leadership curriculum includes choosing 2 preferred hostesses out of the attendees there to earn up to \$100 free themselves, if they book the date of that party for within the next two at set the date right then.
- Choose 2 women to share this amazing opportunity with, choose the two that you were most impressed with, seemed most engaged or interested and tell them. Set up the time/day for within 48 hours for a 30 minute coffee before/after work, during lunch and if needed it could be a scheduled phone call.
- Have each person there right down 5 referrals. Give them examples, can be your neighborhood, family member, friend, co-worker, someone from church, someone that just got married or had a baby, ect... If you communicate that is your goal, women will want to help you with it.
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Step 5 - Hold the Get Together, below is the Agenda for Appointment and Closing Questions

- Get there early and have everything set up ahead of time. You know how many people are coming, because you talked to them. You know their skin types, because you talked to them and can have all of that set up before anyone arrives to respect their time.
- As people arrive early, be engaging and get to know them briefly. If you are setting up then, you don't get to do that, but if everything is ready to go, you can have a brief moment to connect with the guests.
- Start right on time! Introduce yourself, a quick minute about you (I'm a mom of 3, work at ... married, love dogs or something) and why you got started in MK/love about it. Then give a brief overview of what they are going to try, how you want to respect their time by being done in an hour, so to save talking/questions for end for those that need to leave right at 8 :)
- Have everyone go around the room and say their name, something about themselves and one thing they are interested in trying or learning.
- Spend 30-40 minutes on the product, watch your time. Have a brief description of the product and explain it while they are applying it, which will help it go by quicker and allow less time for chatter. You don't need to know all the facts, just a sentence or two of each thing. Always do skincare first, could do brief color at end if you want to.
- When done, have anyone go around the room again and share one thing they liked or

were impressed with about what they tried.

- Keep all of that brief, then have closing questions (listed below) for them to write down on the back of their profile. The close is the most important, a party worth booking is a party worth coaching and closing! Tell them all to turn over their profile cards, you have a few quick questions in case they want to take advantage of some specials. You are going to ask 5 quick questions and then want to have each person give you their profile card before they leave.

Closing Questions

1. Come up with or use my skin care sets. Always have 3 set options to choose from with a special (like get a set, you get an item at ½ price). Have them write down for number 1, after explaining and showing the sets, if money were no option what set would you like to take home with you?
2. Explain your payment options (even 2 payments) and have them write down how they would like to get that today .
3. Ask if they would like to be a preferred hostess to earn those products for free. Explain the platinum hostess program where if they book 4 get togethers for the year, one each quarter with 5 different people in attendance (one for each circle or to cover who couldn't come to the other one) they can get \$100 each quarter in free product and an extra \$100 at the 4th get together, but they would need to set the dates tonight (could change them later if needed). Write platinum if interested.
4. Share that for your leadership curriculum, you are looking for women to give their opinion of our marketing plan. Say briefly what your life was like before mk, why you chose mk, and how it has changed your life/what you love about it. Anyone willing/interested to take 30 minutes with me to hear a little bit more, to help me toward my goal, whether you think you would ever do MK or not, right yes here. I do need two women to volunteer their time tonight!
5. Draw their attention to the back of the profile where they can write referrals, again give them examples, and ask them to think of 5 women that would love to get a free facial or makeover too and how you will contact them to put their mind at ease. Tell them to contact them today and let them know, text them quick now before you forget, tell them you had a great time and I will be contacting them soon.

* A great idea for closing is to have a cheap product giveaway. Have tickets they can earn for every 5 referrals, every \$50 purchased in product that night, booking a party with date, scheduling a marketing plan appointment, ect... all the things you want to see. After you get every profile, have the hostess help you hand out tickets and give away a free product! A great product giveaway is a limited edition item, discontinued item, an item you have several of and would like to give away... if you have none of these, use a mascara, something you know someone will use! It will be worth it to get the appointments, sales and referrals you want!

Results

From booking and holding 10 parties in two weeks... which is about 15 hours for the parties, prep

time, drive time, coaching calls, ect... AND focusing on having 5 in attendance at every get together, 2 more get togethers booked from each one, 2 marketing plan appointments booked from each one and 5 referrals from every guest there... your results should be...

- 250 referrals
- 20 get togethers booked already for the future
- 20 marketing plans booked, which should be 4-5 team members
- \$3000 in sales, \$1500 profit

This focused attention for 2 weeks will give you the MOMENTUM you are looking for. After these two weeks, you can choose to continue to do 5 get togethers a week, more or less! It will set you up for some victories and successes. Why would we spend that time warm chatting or doing 1 on 1 appointments when women shop in groups! You have customers and friends right now who want to help you. If you can only think of 5, get them booked for all one week and use those get togethers to get the 5 booked for the next week. The key is INTENTION, what are you intending, expecting and clear about for this activity. If you are clear and focused, people will want to help you, see where you are going and want to be a part of it.

Step 6 - Follow Up with all of these appointments, future get togethers and referrals the same way as above, with intention and clarity.

Referral Script.. *“Hey! (person who referred them) met with me yesterday and received a free facial/makeover, LOVED it and referred you as someone who would love the same services for free. Is that something you would be interested in doing? Just let me know either way, thanks! Kim Lisby, Mary Kay”* It is quick, easy and to the point. I text all referrals, but feel free to call or ask the person which they think their friend would prefer.

Contact them 3 times before giving up on them:) The second time throw in just wanted to follow up and the third time say wanted to contact you one last time.