

13 STEPS to a SUCCESSFUL PARTY with AIP!!!

***AIP (Agreement in Purse OR Activity! Intention! Passion!)**

***Two words that MOVE you UP: Power Start!**

Call to BOOK, Coach to HOLD, Close for RESULTS!

Isn't it worth making the time to BOOK AND COACH in order to SELL AND RECRUIT!

1. UPON ARRIVAL

Do Satin Hands on the GUESTS and MATCH the foundation of the HOSTESS! *have the color card and samples (eye liner, mascara, lip liner, lip gloss) at the hostess seat in a goodie bag!

2. THANK EVERYONE

Have guests fill out the front of the customer profile card as they arrive

Thank Hostess for having party and opening up her home

Thank Guests for coming: Say: "This is the first of 2 APPOINTMENTS: Our hostess _____ will be getting her personalized color makeover TODAY and you'll receive your color at your next appt! _____ is receiving her CUSTOM COLOR COMPACT MINI FREE TODAY (*show it) for having at least 4 guests!!! Yay!!!

3. HAVE EVERYONE INTRODUCE THEMSELVES (Ask: "Tell me about you.")

4. TELL YOUR "I-STORY"

Transition: "Mary Kay always said that there is at least 1 person at every party that would be a great consultant so throughout the evening be thinking if that could be you! I'm looking for 3 types of women: 1) customers that love our products 2) at least 2 people that will book a party and 3) women who are looking for some extra money, something fun or to change their lives!"

5. MARKETING BAG: These items represent all the reasons why women choose to get started in MK!!!

Applause magazine—**commissions** that women make each month in Mary Kay—highlight Lisa Allison and Katherine Ward—show lots of women making lots of money!

An agreement--**\$100 to get started in this business**—this is your personal invitation to join this business (*share all that you receive in your kit!)

A cross or small bible—**God first** priorities (God, family, career)

A picture of family—personal motivation and **quality family life**. (*pass picture around)

A slinky—**flexibility** of **no quotas** and **no territories**

A doll—girlfriends **we gain in this business**

A flag—**freedom** to be your **own boss**

A set of clapping hands—**praise** and recognition

Play money—**unlimited** earning potential (50% profit on Sales—website, on the go, look book, facials, parties (BEST!). Team building commissions earned when you have your first team member!)

Jewelry—**awards** and prizes earned (over \$6 million awarded in diamonds last year)

Flowers or lei—for all the **trips** around the world you can earn at the Director level

Thumb tacks—**tax benefits**, deductions: (we receive a 1099)

A #1 ribbon--**# 1 best-selling brand** of skin care and color cosmetics for 16 years in a row

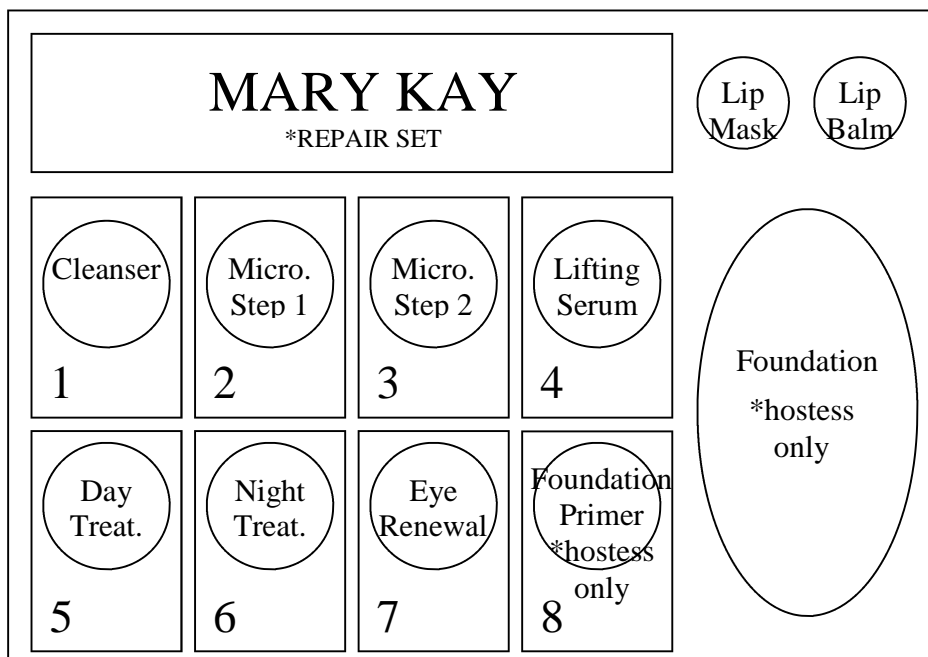
A car—**free cars** you can earn in Mary Kay: **Consultant:** Cool White Chevrolet Cruze and 85% of your car insurance for you and your spouse OR \$375 cash each month. **Director:** Black Chevrolet Equinox, Toyota Camry, Ford Mustang and insurance OR \$500 cash each month. **Pink Cadillac level:** Two options (CTS/SRX) and insurance OR \$900 cash each month. **National Sales Director:** ANY Cadillac and 100% insurance OR \$1,400 cash each month.

Dice—Mary Kay takes a gamble on us—**90% buyback guarantee**

Transition: “Did you all learn something **NEW** you didn’t know before about Mary Kay?”

6. START FACIALS

Have guests wash their entire face and ask them to do the rest of the products on only half their face so they can see and feel a difference at the end.)



7. While the LIP MASK sits: GET REFERRALS

“The lip mask needs to sit about 2-3 minutes so if you will turn over to the back of your CUSTOMER PROFILE card and grab your cell phones. There are 7 blanks to write down the names/numbers of those who you think would enjoy a free facial! I’ll give you 2 minutes to do this while the LIP MASK sits and whoever has 7 FIRST gets a GIFT and the MOST REFERRALS (more than 7) gets a GIFT, too!” (*time 2 minutes) Then finish the FACIAL with the LIP BALM.

8. **HOSTESS COLOR MAKEOVER!** (guide hostess through her makeover—5 minutes) *while hostess is applying color you can give a few tips as she is applying so the guests can learn)
9. **COMPLIMENT TIME:** Go around the table and ask everyone: What do you love most about your skin? Hostess: What do you love most about your look? Guests: What do you love most about our hostess's look?
10. **PASS OUT "BUILD A BAG" SHEET:** SHOW your ROLL UP BAG full (pockets come off, hang, etc) Have guests put their name on their sheet. Walk them through each set and have them circle what they LOVE. Offer deals at the end: **SAY:** "The "Queen of Everything" is when you take home 6 sets you get the 7th set ½ price and the ROLL UP BAG is yours for FREE! The "Princess of Quite-A-lot" which is what a lot of people do is when you take home 4 sets you'll get the ROLL UP BAG FREE! A few other deals I offer: **When** you take home Set 1: you automatically get a ROLL UP BAG for FREE b/c it counts as 4 sets! Should you take home Set 2: it counts as 2 sets towards a ROLL UP BAG and with Set 2: you ALSO get a FREE FIRMLING EYE CREAM! Also, if you'll mark through \$55 on the Replenish C and put \$40—I offer a DEAL on it b/c it's a FAVORITE!
11. **SHARE TIME: HAND OUT the NEW! TEAM BUILDING BROCHURE:**
Share how you are looking for women that love people, love our products, value our priorities of God first, live by the Golden Rule, will work to increase their financial situation, love to help others WIN, who are teachable/coachable and willing to learn. Show the brochure: STARTER KIT (how to get started), CAREER PATH (how to move up), CARS (options)! The visual is great!
12. **PASS OUT TELL US WHAT YOU THINK FORMS**
Have guests fill out completely and pick them up and do a door prize drawing!
13. **CLOSING INDIVIDUAL CONSULTATION: *MOST IMPORTANT!!!**
Ask: Did you have a great time? Does your skin feel great? Great! What would you love to take home?
 - a. Sell--guests what they want to take home (say: Ok, what else?)
 - b. Book--the guest for her color makeover/party with her friends (say: When would you like to get together for your color makeover...do you prefer a weeknight or weekend? *always give 2 options and select a date/time) Then give hostess postcard and mark down date of party!
 - c. Recruit—If a 1-4 on her form: (see below) If a 6-9 on her form: SAY: "I see you put a 7 on your form..." (see below) If a 10 on her form: SAY: "I see you put a 10! YAY! I'm so excited for you to join me!!" Give her the agreement to fill out and ask her what she is most excited about! *If a 1-9 is considering joining but wants more questions/concerns answers THEN schedule training/follow up call with Sales Director within 24-48 hours or attend weekly event!

AIP!!! How to have AIP (agreement in purse!) at the end of the PARTY!!!

Ask potential team member:

(if she put a 1-4, but you are impressed with her)--With the proper training, could you ever see yourself doing what I did tonight?

(if she put a 6-9)--What was it about tonight that intrigued you to think about Mary Kay for yourself? (Find out her why?)

--Have the brochure that shows the CAREER PATH. KEEP IT SIMPLE Where could she see herself: making extra money, earning a FREE car, or possibly becoming a Director?

--What questions or concerns would you have about getting started TODAY?

This is where you will get objections (an objection is simply a question disguised)

***If you can learn to overcome objections, you are likely to sign a new team member --walking away with AIP!!! 95% of objections are wrapped up in these 6!

OVERCOMING OBJECTIONS:

1) I am just too busy!

Question: If I can teach you how to make \$200 a week working only 3 hours a week, could you find 3 hours? OR Ask her about her current schedule for a week and suggest some times maybe she could plug MK in to some slots. (sprinkle Mary Kay in to our everyday lives!)

2) I'm just not the sales type!

Question: Great! **Would you believe that 90% of Mary Kay women aren't the sales type.** We look for women that can simply teach other women how to feel better about themselves through skin care and makeup...or even by sharing this incredible opportunity and impacting their lives! **Would you agree that every woman buys skin care and makeup from somewhere?** Why not buy the #1 best selling product from you. I believe now days, we don't get service like we should, and b/c you will provide a great service to your customers, they will even have another reason to buy from you! *If you are concerned about being pushy, would you agree that women wouldn't want to come back to us for more if we had that approach? I love providing great service to women!

3) I really need to talk to my family or husband!

Question: Great! What do you think your husband will say? Great...why don't we go ahead and fill out your agreement and if for some reason he has any questions, I will be more than happy to answer them, and then if he still says no, then we can tear up your agreement and you can remain a great hostess.

4) I don't know that many people!

Question: Do you know 1 person that could be a face for you? If I can teach you how to turn 1 person into all the other people you will ever need to know...would you be willing to learn?

5) I don't have the money!

Question: Do you have access to a credit card? OR If I can show you how to earn \$100 in 2 weeks, could you find someone that can help you get started?

6) Just not now...not a good time!

Question: If you were to do Mary Kay, what would be your reason? (find out their why and overcome the objection). If I promise to hold your hand and teach you how to do this, what would keep you from getting started today? Offer a signing bonus!

The key thing is once you have overcome the objection...don't stop there!

Ask: "Is there any reason why we can't get you started today?"

"13 STEPS TO A SUCCESSFUL PARTY WITH AIP"

Goal: 2 new bookings, \$400+ in sales, 25 referrals and 1 new team member at EVERY party!

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