



Color Consultation

Overview

The color consultation is often referred to as the “second appointment” because it’s traditionally held as a follow-up appointment with a guest who attended your skin care class. It’s a great opportunity to introduce your customers to the beautiful line of Mary Kay® color cosmetics. Of course, you may want to hold multiple color consultations with customers over time as a way to help them stay beautiful and on-trend season after season.

The second appointment may offer three primary benefits:

1. Ensures the products your customer purchased at the skin care class are meeting her needs.
2. Excites your customer by providing a color look customized for her skin tone and preferences, along with application tips to help her look her best.
3. Helps build a relationship so your customer relies on you for personalized color recommendations, application tips and an introduction to the opportunity.

The color consultation is more informal than the skin care class. Consider holding this appointment with a customer one-on-one, ideally in the 30 minutes *prior* to her hosting a skin care class for you, if she has chosen to do so. This should give you time to accomplish the goals of the color consultation: check on her skin care, introduce her to the personalized look you’ve put together, highlight any special application tips customized for her features and close the color sale. (Some Beauty Consultants may choose to do the special color look on their hostess *during* the skin care class.)

Booking

There are several ways you can book a second appointment with your customer.

Here's a suggested dialogue to use while your customer is filling out the customer profile near the end of the skin care class:

"Please note your hair color and eye color on the back of your customer profile. At our next appointment, I can create a custom look for you based on the information you've provided. Mary Kay works with professional makeup artists to develop unique looks that are on-trend and tailored to bring out your best features."

Another effective way to book is to consider passing around your datebook during the skin care class. Ask guests to sign up for a follow-up appointment where they'll have a custom color look developed just for them. Keep in mind that the Flip Chart offers suggestions for introducing the second appointment during a skin care class.

While your datebook is being passed around, you may encourage guests to fill in a date for both a follow-up color consultation and a pampering/spa session. Feel free to modify this suggested dialogue, as needed:

"I'm excited to help you with your skin care needs today. However, to maximize the full benefits of these amazing products and services, you can schedule a custom color consultation plus a pampering session to explore our spa line. There will be a gift for those who choose to book both a color and a spa appointment. And your hostess will receive hostess credit, as well."

As mentioned in the *Skin Care Class Guide*, you can also book the second appointment during the individual close with each guest.

Color Tools

Mary Kay offers several tools that can help you feel confident about selling color. Here are some suggestions:

- To find color combinations that work well together, explore the looks on the ["Signature Look" demo tool](#) located on the Mary Kay InTouch® Web site or experiment with the virtual makeover on your Mary Kay® Personal Web Site. You'll find great combinations of shades within these tools.
- The latest issue of *The Look* features four beautiful, on-trend looks. You can find complete color application tips for each of these Color 101 Looks on Mary Kay InTouch®, www.marykay.com or your Mary Kay® Personal Web Site.
- Your *Product Guide* contains valuable application tips in the "Color" chapter beginning on Page 40.

- A unique Color 101 Look has been created for each shade of lip color in the regular line. Just visit www.marykay.com or your Mary Kay® Personal Web Site and go to the “Makeup” section. Click on “Lips.” Within each shade family, you’ll see a “Try Me” link beneath each lipstick shade. These are great looks you can share with customers.
- Visit your Mary Kay® Personal Web Site or www.marykay.com and click on the “Application Tips” link under “What’s New” to find step-by-step guidelines for creating the perfect eye or lip look.
- Remember that your Independent Sales Director has expertise to share. Consider asking her what tips and techniques work best for her!

Preparing for Your Second Appointment

Step One: You may want to create and print out a customized color look for your customer based on her hair and eye color, skin tone, lip and eye shape. You can use the [“Signature Look” demo tool](#) on the Mary Kay InTouch® Web site or a Color 101 Card that you think she would like.

Step Two: Consider confirming the color appointment by contacting your customer one to two days after you’ve set the date. This might also be a good time to get her first impressions of the skin care products she purchased from you. If she’s agreed to host a class for you, this may be a good time to ask about and get her guest list so you can begin preprofiling her guests’ skin care needs.

Step Three: Consider packing for your color consultation. You may want to bring the following:

- A Custom Compact and regular-line shades that correspond with the look you’ll be sharing with your customer. She may love the look so much, she’ll want to purchase it on the spot! Be prepared for success.
- If you’ve selected a Color 101 Look for your customer, consider giving her a Color 101 Card.
- The latest issue of *The Look* to leave with your customer. She’ll love browsing the catalog for more shade ideas. You may also want to highlight some additional lip colors or eye colors to give her new look added variety or drama.
- A binder of before/after photos from customers who’ve received your color consultation. Customers love to see how others have become more beautiful with just the right makeup look.
- A camera so you can take before/after photos of your customer to help build your color portfolio.
- Cotton balls, tissues and/or cosmetic sponges.
- A Face Case.
- Supplies for your skin care class (if your customer is hosting a skin care class after her color appointment or if you need to make a product replacement for your customer).

At the Appointment

You may consider using these approximate times as a guide:

Greet your customer	5 minutes
Check her skin care results and make adjustments	5 minutes
Present her custom color look and application tips	10 minutes
Answer questions/make adjustments	5 minutes
Close*	5 minutes

30 minutes

*If your customer is hosting a skin care class after this appointment, you may choose to do the color sale close after the skin care class is finished. This allows the hostess to apply any hostess credit she receives toward the products she'd like.

You may say:

"I've written down everything we've used today. During the skin care class, you may decide you want additional products. Remember that class sales count toward your hostess credit and so do your own purchases. You could even earn your Color 101 Look based on class sales. Once the skin care class is complete and we've determined how much hostess credit you've earned, I can write up your sales ticket. Does that work for you?"

Closing the Color Sale

Remember that Mary Kay's mission is to enrich women's lives.SM One way you can do this is by helping your customer feel confident about her appearance, especially if she is trying colors or products that may be new to her.

Consider the following tips:

- If her new color look enhances her natural beauty, let her know it. Point out how the cheek color brightens her complexion or how beautiful her smile is with her new lip look.
- Often, customers are interested in a more natural look they can use every day. But you may want to share a few tips your customer can use to make her look more dramatic for an evening out — maybe by adding a darker accent color in the outer corners of her eyes or substituting liquid eyeliner for her eyeliner pencil.
- If your customer does not love an element of her new look, feel free to suggest a different shade.
- When a shade is particularly effective with her eye color or skin tone, let her know *"that's your color!"*

- You may sell an entire Color 101 Look or just a compact. However, if your customer only wants one item, for example a lipstick, consider asking her if she would be interested in being a hostess (if she’s not already hosting a class, of course). That way, she can earn free products to complete her look. *“When you get your friends together, you’ll be able to earn some or all of your color products.”*
- A great selling point for the Custom Compact is that it’s a convenient way to have a complete look in one place. Your customer can even take it with her when she’s traveling. Also, the refills are so easy — she can have a quick replacement for each shade as she needs it.
- A simple way to close the color sale might be to just ask some questions like:
 - What did you like about your look?
 - Did you feel it was easy to apply?
 - What would you like to take home today?

After the Appointment – Follow Up!

You’ll probably want to add your new customer to your Preferred Customer Program customer list in myCustomers® so she can receive *The Look* each quarter when you enroll in the Preferred Customer Program. Each new issue of *The Look* features four new, on-trend Color 101 Looks for the season. They’re a great reason to follow up with your customer. You may want to send her a Color 101 Card when you see something you think she’d like. If she loves the “everyday look” you’ve shown her, she may be ready for a look that reflects the latest trend.

Limited-edition color offers another great opportunity to reach out to your customers. Let your color customers know that limited-edition colors are only available while supplies last. They’re a great way to try new shades and new formulas.

Don’t forget, color is a great way for a woman to express her unique personality and face the world with confidence in every situation. Have fun!