

## **Script to schedule your Beauty Express appointment**

“I am field testing a new concept for Mary Kay to meet with busy women, and I would like to ask you to be one of the women that I practice on. It is so much fun you will get to sample 19 of our top products and it will only take 19 minutes. I would really appreciate your opinion. Which would be better for us to get together . . . Monday or Tuesday? Morning or Evening? 7 a.m. or 7:30 p.m.?”

Remember this appointment can also be done on the spot in about 20 minutes if you have your stuff with you!

### **Begin the Appointment**

- Thanks for participating in our field test of this new MK concept designed for busy women. My goal is to let you try about 19 products in about 19 minutes, so lets get started!
- MK is the Best Selling Brand of Skin Care and Color Cosmetics for the past 9 consecutive years.
- All MK products carry a 100% Satisfaction Guarantee never a problem!
- No animal testing!
- No obligation to buy at this appt., but if you are tempted I take cash, check, MC, Visa, Discover and sometimes a little creative financing such as the husbandunawareness program.
- Now, let me introduce you to the Mary Kay Company and products (Have her read pages 2 and 5 in Beauty Book)

### **Demonstrating Product**

(Be sure to remember to demo all products onto the wax paper, let her pick up and place on the back of her hand. Demonstrate all products on the back of one hand and one arm. You want to have a comparison of this hand with product vs. this hand without product. Great for sales!!!)

### **Products**

(have her apply to small strip on back of hand next to thumb area)

#### **1. 3in1 Cleanser**

- a. Put onto wax paper, have her apply to back of hand as you explain the benefits from Beauty Book. Dampen facial cloth (with squirt bottle) and have her remove from hand.

#### **2. Moisturizer**

- a. Put onto wax paper, have her apply in same area of hand as you explain the benefits from BB. Describe the SPF 15 TW Moisturizer.

#### **3. Foundation**

- a. Explain the benefits of using Foundation especially how well it protects, covers, and does not transfer onto clothing, fingers, etc. read from BB.
- b. Pick the most opposite color of foundation to her skin and put onto wax paper
- c. Have her put on the back of the hand in a strip next to the little finger area and for contrast put some on top of the moisturizer to let her see the difference that skin care makes.

**4. Day Solution**

- a. Put on wax paper, have her apply above the wrist on the arm area as you explain the benefits from the BB.

**5. Night Solution**

- a. Place on wax paper, have her apply next to the Day Solution on the arm area as you explain the benefits from the BB.

**6. - 8. Satin Hands (first three products)**

- a. Place Extra Emolient Night Cream, Buffing Cream and Cleansing Gel (one on top of another) on the wax paper, have her apply to back of the hand to clean off the foundation, etc. Remove with damp disposable face cloth.

**9. Satin Hands Hand Cream**

- a. Place on wax paper, have her apply to hand.

**10. Visibly Fit Body Lotion**

- a. Place on wax paper, have her apply on arm as you explain the benefits from the BB.

**11. Oil-Free Eye Makeup Remover**

- a. Have her draw a line on her arm with E/L sample.
- b. Place 3 drops of OF EMR onto cotton pad and have her remove the eye pencil line as you explain the benefits from the BB.

**12. Indulge Soothing Eye Mask**

- a. Place a small amount on wax paper with spatula, have her apply to hand, arm or under the eye (this product is okay to put over makeup). Explain the benefits of putting in the refrigerator explain benefits from the BB.

**13. Instant Action Eye Cream**

- a. Place small amount on wax paper, have her apply to hand or arm as you explain the benefits from the BB.

**14. Triple Action Eye Cream**

- a. Place small amount on wax paper, have her apply to hand or arm as you explain the benefits (exfoliate, glue, diffuser).

**15. Lip Mask**

- a. Place small amount on wax paper, let her feel the consistency or sample on her lips.
- b. Describe benefits as the mask dries takes off dead, dry skin, leaves lips feeling smooth
- c. Wipe off with damp cloth

**16. Lip Balm**

- a. Place small amount on wax paper with spatula, let her feel the consistency or sample on her lips as you explain the benefits.

### **17. Triple Action Lip Enhancer**

- a. Place small amount on wax paper, let her feel consistency as you describe the benefits.

### **18. Lip Gloss**

- a. If she has tried the lip products on her lips, give her the option to try a lip gloss. (may choose to carry samples in your GO Book)

### **19. Custom Compact (Face-in-one-place)**

Let her know she picks the colors that go in the case. (Suggestion: fill the demo compact with only two eye colors and leave the third one empty to drive home the point that she picks the colors) This includes 3 E/C, 1 C/C, 1 L/S plus tools! Just show this product.

Explain to her that since you promised only to take 19 minutes in your presentation that you do not have color products with you today. However, you would love to get together with her to treat her to a personalized color makeover. Ask which is better “weekday or weekend? Thursday or Friday? Day or evening? 7 or 7:30?”

Then tell her about your very exciting Hostess Special running this month!!

### **Close**

Have her compare her hands. Notice the difference? Show her the sets in BB. Ask which sets appeal to her “then hush! Sit back (give her space) and be QUIET. First person who speaks next goes home with the products. Write sales ticket and set appointment for . . .delivery of product, glamour appointment, SCC, etc. Share marketing information and schedule tape pickup and interview within 48 hours.