

Business Debut Agenda

Coach new consultant prior to her debut. Have her highlight times in date book for Power Start. A simple display of products is all she needs, if possible. If she doesn't have her product in, the person facilitating the debut should bring a small display.

Bring:

Name tags with black marker

20 MRS F CAB sheets

Something More brochures

One full-sized section 1 product for the game prize like a hand cream, mint bliss lotion, or whatever the Sponsor has in stock

A demo Miracle Set and other items to demo that day such as Mircodermabrasion

First 15 Minutes: Director or Sponsor has guests fill out a Customer Profile and gives them a name tag. Get to know guests....Move to Living Room to Sit In Circle (very important). Consultant sits next to Director on Left.

Director/Sponsor will begin by saying:

“Ladies, thank you for coming. There are all kinds of support groups in life. Support groups for weight loss, grief, illness, divorce. We are all Mary’s Mary Kay Success Support Group.

I want to meet everyone—we’ll start to my right, please introduce yourself, and how you know Mary, and please share one quality that Mary has that will make her good at running her own Mary Kay business.” (Director adds what she has observed at the end.)

Director/Sponsor says:

“You are all here because you want to support Mary in her new business, which is wonderful. Let me tell you what you can do to help her.”

1. Come to the Grand Opening! You already did that! Thank you- it means so much to a new consultant to have her friends show up to her big day. Let’s all give yourselves a round of applause for being here!
2. Let her practice on you. She needs to practice on 30 people in the next 30 days to learn about skin types, colors, everything to be a good Consultant. And it’s a lot of fun to share that time with a friend or two! Not only that, it's going to be SO much easier for Mary to reach the 30 faces Power Star goal if each of you bring a couple of friends she doesn't already know. For her to do 30 individual facials as opposed to 10 groups of 3 or 6 groups of 5 will take her a TON more time. So be thinking about who you can bring along, and please instead of each of you having your facial together with other people who are here, each of you find a separate time, and invite people who couldn't be here, or even better, people that Mary doesn't even know. Please set a date, while you’re here—if you don’t have your date book with you, please go ahead and set a tentative date. Then you can call Mary if that time doesn’t work for you. But before every leaves, we’ll find a time for her to get together with you to do her presentation and pamper you!
3. Buy something. Why go to a store when what you want to buy can help Mary? Everything you buy today goes to Mary, not to me. I am just here to support her, like you.

Next use the “MRS F CAB” sheet. Tell them we are playing a game to see how well they know Mary. Have them fill out their name and numbers. Explain the top seven reason women join Mary Kay (MRS. F. CAB). (Money-Recognition-Self-confidence-Fun& Flexibility- Car-Advancement-Be your own Boss.) Have them circle the reason they think Mary started her MK business, and star the reason they think would be most appealing. For each person who guesses the one reason the new consultant started Mary Kay, collect their sheets at the end and do a raffle for the Section 1 Item. Have the new consultant give her 2 minute I story, and then the Director or Sponsor should give her 1-2 minute I

story. Tell them to write their interest level in hearing more Mary Kay. 1= She'd like to hear more about the possibility of becoming a consultant and would be willing to do a call with Mary. 2= She's not interested in learning about becoming a consultant but would do a call to help Mary. 3= She REALLY doesn't want to do a call even though she loves Mary!

Demo Miracle Set on one hand by having the consultants put on the 4 in 1 Cleanser, wipe it off with a paper towel and then the Day Cream. There will be a dramatic difference in the look of each hand. This is happy hand. Then have them try the microdermabrasion set on the other hand. Ask them which they think is more important- the Miracle Set 3D or the Microderm and then explain why the 3D is more important.

Pass out the sets sheet and make sure that everyone still has a pen. Tell them they can write on the sheet and to circle the things they like or cross out things they don't or write notes. Then go through each set and explain it briefly.

Thank them for coming and let them know you'll be meeting with everyone separately in the other room to write up any orders for Mary, and also Mary will find a time for them to do their appointments. Ask them if anyone is in a hurry and would like to go first.

After guests leave, go over paperwork with new consultant. Write on each Mrs Cab sheet how she is to follow-up with each guest. You take the master copy of names and numbers home with you so you can help her follow-up or so you can follow-up with the key prospects.

Mary Kay Cosmetics
New Consultant Business Debut

Your name:

Phone number:

E-mail address:

Cell Phone:

M

R

S

F

C

A

B

Interest Level: 1= interested in learning more

2= not very interested, but willing to help out hearing training info

3=not interested in learning more

Do you have any friends that deserve some pampering with me?

Name

Phone

1.

2.

3.

4.

New Consultant Debut Instructions

1. Fill out the list of 30-50 people to invite...get phone and address
2. Call or text each person. Be sure to follow up if you don't hear back and let people know that you need a yes or a no because you need a final count for set up. If they can't come, ask them when you can meet up with them to practice.
3. Keep refreshments simple. They will be served on a plate at end of debut with a drink. Lemonade and cookies are great.
4. Have someone handle the kitchen the day of the event, like your husband, friend or mother. Be sure to have children out of the home, if possible, to avoid distractions. This is your Big Debut as a new professional.
5. Have chairs set up in living room in a circle. You will sit to my left during presentation.
6. Have your datebook with you. Be sure you have highlighted the days and times you are free in advance. If you use your phone, print off a calendar view on paper so you can write in appointments when booking and you aren't scrolling.
7. Have a pen and profile slip for everyone when they arrive.
8. Be sure that your guest knows to arrive on-time because this is a presentation NOT an open house. Be sure to let her know that you'll win a prize if you have 15 guests and she could help by bringing some friends or family with her.

Scripts:

For VM or Text: Hi Sue. This is Mary. Just calling to make sure you're coming to my Mary Kay Debut on Saturday! I really need your support. Please let me know for sure either way! Can't wait to see you!!!

For personal call: Hi Sue. This is Mary. I'm calling about my Mary Kay Debut on Saturday. I am so excited. I will win a watch for 15 people attending. You can come, can't you? (she says yes) Great! I knew I could count on you.

If she cannot attend: That's okay, you can still help me another way. I need to do appointments with 30 people in the first 30 days to finish my training. Can I borrow your face? (Then set date.)