



Welcome to our **'Wild About Mary Kay'**



Back to the Basics Workshop

NSD Nancy Moser

WHAT TO LOOK FOR WHEN HOLDING YOUR SKIN CARE CLASS

As your NSD, owning my own business for 26 years and having been trained by our founder; Mary Kay Ash, my heart's desire is to pass on the fundamentals of this business; the Skin Care Class.

Everything you need to learn and develop to be a successful Beauty Consultant year after year is at your Skin Care Class; from fun, to pampering women, to new Skin Care clients/ new team members, to more bookings /referrals, to confidence, skill, bounce-back ability, attitude, people skills and leadership.

My hope is that you watch & learn the fundamental key truths during my class, that you will memorize them and make them yours, so our basic skills are in place, then we can do what we do best which is pamper women, have fun, help women have healthy skin and enrich lives through this unparalleled business opportunity.

✓ **Here's a checklist to watch for**, learn and understand. Check off as you see and hear

- ___ 1. Watch how I thank my hostess, honor her and have her help me share with her guests.
- ___ 2. Watch how my first time guests receive basic Skin Care and learning colors with technique as my hostess receives a customized, advanced look / before & after portfolio so I can sell the 2nd facial with their friends and bookings.
- ___ 3. Watch how I stress Skin Care and check-up facial with your friends at least 20-25 times. Repetition is our best teacher. Count how many times I say it. _____
(mark with / / / marks and tell me after class)
- ___ 4. Observe how I focus on doing it all at the class
 - Teach and sell skin care
 - Pamper hostess
 - Share 2nd facial bookings w/ friends
 - Referrals
 - Future interviews /team prospects
- ___ 5. Observe how I use before & after portfolio to pamper hostess and book.
- ___ 6. Observe my 'cracker jack' recruiting / I story talk to 'invite' them to hear their options
- ___ 7. Observe how I close on the Basic after basic skin care, then close on it again at the end of the class (selling basics are most important)
- ___ 8. Observe how I sell me and my service and what they receive as my preferred Skin Care client after the basic skin care.
- ___ 9. Observe how I ask for referrals after the basic Skin Care (I usually left my classes with 20-40 new referrals).

- ___10. Observe how I share the benefits of 2nd facial with their friends and give an incentive at the end of basic plus at table close.
- ___11. Observe how I close at table with Rollup bag ~ and have one for each person. (helps with packing, too)
- ___12. Observe how I ask for a commitment on the basic/miracle set and use pink tickets
- ___13. Observe how I end the class and set up private consultations in other room while hostess serves refreshments.
- ___14. Observe my individual close one-on-one
 - How I thank them and ask if they've enjoyed themselves, what they learned
 - Ask for the sale
 - Ask for the booking
 - Ask for the interview
- ___15. Observe how I use 'show insurance' to set dates, commitments in order to give any special discounts today and hostess credit.
- ___16. Observe how I set a time with everyone the next day for follow up
- ___17. Observe packing for each person's prep & close
- ___18. Observe how everyone wins

My class is simple and includes all the fundamentals. It took writing out index cards with the words to say and read at first classes; it took practice = 2 Classes per week, every week my first year. It took realizing that if I forgot something ~ no big deal, I just called and followed up the next day.

Practice makes Permanent ~ like any job, our first year is where we are learning and growing. Then it becomes simpler and we don't have to think –we just do.

'Enjoy' your journey. Fall in love with holding classes.

