

BUSINESS DEBUT

PLANNING AND HOLDING A
SUCCESSFUL BUSINESS DEBUT

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REVOLUTION NATIONAL AREA/SNSD JULIA BURNETT

BEFORE THE DEBUT

CHECKLIST



1. SCHEDULE YOUR DEBUT

Schedule your Debut with your Recruiter or Director within your first 2-3 weeks of business. You will also want to plan to have your product in stock BEFORE your Debut.



2. INVITE YOUR GUESTS

Invite all the people on your CONTACT LIST. With a guest list of 50 people, you can expect 10-15 to attend with proper follow-up.



3. MAIL INVITATIONS

Send out a minimum of 50 PAPER invitations, **including one to your Director and Recruiter**. Facebook invites = DISAPPOINTMENT later. Also, mailing paper invitations with no follow up will not be effective. After you have mailed your invitations, schedule time to call each guest personally and invite them 24-48 hours before your event.



4. CALL YOUR FULL LIST

CALL (NOT TEXT) but actually dial the number of each invited guest. Keep in mind that your friends and family are not coming to hear your Director or Recruiter, they are coming to support you! Your attendance will be in direct proportion to the number of guests that you personally speak with 48-72 hours prior to the event. Remember, if they cannot come to your Debut, you'll want to either schedule a career survey with them and/or invite them to the next Unit event. Don't be afraid to tell your guests that you will receive a prize when 10 people over the age of 18 are present and remind everyone that they can bring a friend.



5. SHARE YOUR GOAL WITH THOSE WHO CAN'T ATTEND

If a friend or family member cannot come to your Debut, share your goal (30 faces in 30 days) and ask if you can borrow her face or invite her to the next Unit guest event. Have the courage to ask for an appointment with guests who cannot attend. Why not have 5 appointments booked before your Debut begins?



6. COMMUNICATE NUMBERS

Let your Director/Recruiter know the number of CONFIRMED GUESTS the day before and share a little about those with whom you'd like to conduct career surveys. *Facebook confirmed is not a real "confirmed" and "maybe" or "I'll try" means "no".



7. DELEGATE SOME TASKS

Delegate the tasks of satin hands and eye makeup remover demo on guests as they arrive and handing out profile cards/pens, making hostess packets, etc. so that your time may be spent on the phone with your prospective guests and customers.



TIP

Mailing invitations makes a statement. "Save the Date" picture texts and social media are a nice supplement only, but nothing makes a professional statement like a beautifully mailed invitation. Consider making your invitations really beautiful with a ribbon at the top, include confetti, or glue your flat invitation into a pretty note card. A short personal handwritten note and a signature on each is a nice touch.

An invite followed by a personal phone call, followed by a text, a few days before is KEY to a successful event. You will be tempted to text-only or only use social media to connect and skip the calls. Don't fall into this trap – this would be a disappointing mistake. You are also developing the skill of talking to real people on the phone and this practice is part of your "MK education."



COACHING

SCRIPT IF SHE ANSWERS:

Hello and welcome,

Oh I'm so glad I got cha - do you have like 2 seconds?

Oh I'm so glad to got to connect with you because I just wanted to check in and see if you received my invitation in the mail? (pause) It was for my Mary Kay Grand Opening? Yeah, I just wanted to see if you thought you could join us?... It would mean the world to me and I'd love to see you!

IF SHE CAN ATTEND

- "Oh that makes me so happy to hear!"
- Encourage her to bring a friend & get a GIFT
- Arrive at least 10 minutes early to get a special spa hand treatment
- We won't be doing facials but will do all kinds of fun demos (so she doesn't arrive with no eye makeup on)
- "Your presence means the WORLD to me ... that is the best gift!"

**IF SHE CANNOT ATTEND
MAKE A BOOKING ATTEMPT**

I'm so sorry you aren't able to make it, we will miss you! But I understand.

Hey...do you mind if I share with you my first big business goal?

I am working on earning (this GORGEOUS diamond cluster ring so beautiful girl, you would love it!) and in order to earn it, I've been challenged to steal 30 gals who would let me practice on their face in the next 30 days & I was wondering if there's any reason why I couldn't steal your face? Lol! (I know how you're adventurous lol)!

IF YES, SET A TIME

Great - what works better for you - weekday or weekend?
(give 2 choices)

COACHING

ONCE you have a date and time down and **ONLY** after you have date and time down **THEN** and **ONLY THEN** do you try to book more by saying this **VERBATIM** as if this thought **JUST** now crossed your mind

"You know what Rachel? It's actually just as easy for me to do a couple faces as it is for me to do one - plus I'm trying to get to 30 faces anyway, is there any reason you wouldn't want to share our time together with a couple of girlfriends? I mean it's actually more fun with a couple of girlfriends anyway and it would help me out tremendously with my goal, **PLUS** I would **LOAD YOU** up with free stuff."

IF "YES"

Share what she gets for free and get her list. Remember NO LIST=NO GROUP APPT.

"Oh that's amazing! We will have a **BALL!** Well, what I can do is give you a \$10 gift certificate for each gal you can get over there - up to 5. Sound good?You know what? Actually, why don't you just go ahead after we get off the phone and text me names & #'s of your most fun girlfriends/family and then I'll go ahead and give you a lip gloss (or a **GIFT**) just for getting their info to me today."

...to have 5 there, we'll want to invite...um...I'd say 15ish - so just go through your phone or your social media contacts and look for your most fun people!"

IF "NO"

"Well, that's no problem b/c I'm coming just for you anyway, it will be so fun to see you, but what I can do is give you a \$10 gift certificate for each person there up to 5. Can you maybe think of any neighbors or friends at church or(help her brainstorm)?"

IF STILL "NO"

"Well if you think of any in the meantime, then just invite them and I'd be happy to still load you up with free stuff - but I'm just so grateful you are so willing to let me steal your face - this helps me so much with my big goal! I can't wait to see you at (date/time)"

Do this last step right NOW if she seems to have time, if not, some time before her appointment:

"Oh last thing - I'm going to bring something really **FUN** for you to try! You will love it! (ask her all the questions on the profile card, esp. the ones about her eye color, eye shape, face shape, etc. and bring a color card for her and skin specific products for her.)

COACHING

SCRIPT IF SHE DOESN'T ANSWER:

(AFTER VOICEMAIL, FOLLOW IMMEDIATELY WITH TEXT)

VOICEMAIL:
Hi Rachel - it's Julia!

Hey, I was just giving you a ring because I wanted to follow up to see if you received my invitation in the mail yet? If you haven't be on the lookout for it – but it would just mean the world to me to have you at my special day.

OK I'm not getting married lol! But what I AM doing is launching my Mary Kay business and I am over the moon excited about it. It would mean the world to me to have you there to help me celebrate! So I'll text you too just to make sure you get this and see if you can make it – thanks zillions and I hope I get to see your face!

**FOLLOW UP
TEXT:**

Hey gal, I've got some news I left on your voicemail. Looking forward to hearing back from you! [or something lighthearted]

ADDRESSING COMMON CONCERNS

BE VERY FAMILIAR WITH THESE

SHE NEEDS TO CHECK IN WITH HER FRIENDS

(Girls take charge here, don't be shy) Oh I totally understand that you probably have a few key people you want to check with to make sure they can come. I do the exact same thing sometimes when I host gatherings. Why don't we do this – what most people do is let's just me and you set up a time that works best for us, then when you check with your key people we can always move the date if we need to? So what's best for you, weekdays or weekends?

SHE NEEDS TO CHECK HER SCHEDULE

Oh I totally understand, I don't schedule anything either without my calendar, well why don't we do this, let's set a tentative date tonight, then tomorrow, I'll check in with ya and after you've had a chance to check your schedule if you need to change it, that's totally fine.

SHE HAS USED MK IN THE PAST (BROKE OUT)

Oh no, I hate to hear that. (lower your voice) Do you mind if I ask you a question? How long ago was it that you tried Mary Kay?

- **(if it's been a while)** Oh ... well, the product has changed tremendously since then, actually I'd love to get your opinion of how you think it's changed, because since then, nearly every product has been re-formulated. So what's better for you – weekday or weekend?
- **(recently – ask of course if she has a consultant)** Well, did that consultant ever follow up with you to make sure everything was working properly for you? Oh I hate to hear that – because MK is so big on customer service – if you still have that product, I can actually exchange it for you and it doesn't cost me anything. Usually, it's one little key ingredient that doesn't sit well with someone's face that causes them to break out – I mean if you use any brand and it's the wrong formula type for your skin, then it would break you out. Would you be up for maybe just letting me experiment with just color and no skin care? It would still help me out with my big goal plus I'd love to see you?

HER FRIENDS DON'T WEAR MAKEUP

Oh girl, that's totally cool – they don't have to be into makeup at all – just tell them to think of it as GIRL TIME, BONDING TIME – something fun to do together and play. Mary Kay's more about skin care anyway plus most women love to help, so I'm sure when you tell them it's a favor to help a friend hit a goal they'll be all about it. So who do you know that would be a lot of fun?

HER FRIENDS DON'T HAVE MONEY

Oh girl, I toooooalllllly understand that – just let 'em know that they are just helping me out by letting me borrow their face so I can hit my goal and that alone is enough for me. They don't have to buy anything at all. What I've found is that women don't like to be SOLD anything, but women LOVE to shop. So if they want to buy something great – but this is mostly just about practice for me. So who do you know that would be a lot of fun?

HER FRIENDS USE BRAND X

Oh girl, that's perfect! Invite them for sure – those are exactly the kind of people I'd love to facial because they clearly love good stuff. It actually would be super beneficial for me to get their opinion of how they think Mary Kay compares to BRAND X, because that's great information for me to have as a professional. So what are their names and #'s?

SHE DOESN'T KNOW ANYONE TO INVITE

Oh girl, that's totally cool, I'm coming just for you anyway, it will be so great to get to connect with you again (or whatever you want to say). Do you mind if I help you brainstorm? What about your neighbors? Family? Folks at work? Friends from school? Think about your most fun friends? Or your kids' friends' moms?



CONSULTANT'S ROLE

AT THE DEBUT

- **YOUR ONLY FOCUS BEFORE THE DEBUT IS TO GET GUESTS THERE. PERIOD.** (see scripting)
 - Focus more on getting people there than on making elaborate food; however, light snacks (not too much) are a nice touch.
- **1/2 OF YOUR "CONFIRMED" GUESTS WILL ACTUALLY SHOW UP THAT DAY.**

This has nothing to do with you, but rather life happens and chose to not take this personally. In fact, expect your phone to blow up immediately before the debut with texts explaining why folks can't make it. Choose to ignore these texts until after the event and choose to focus on all the guests who DO show up.
- **SHOWCASE YOUR STORE.**
 - Make some displays (sets in the travel rollup are a good place to start) around your home with your product (i.e. coffee table, kitchen table, side table) so folks can mill around and look. It's pretty to use scarves or pearls, mirrors, etc. Displaying the starter kit isn't a bad idea either! Also, fill as many rollup bags as possible.
- **HUMBLY AND GENEROUSLY BE SURE TO THANK YOUR GUESTS AS THEY ARRIVE AND LEAVE.**
 - Let them know how much their presence meant to you
- **FILL 2 IMPORTANT DESIGNATED ROLES:**

As guests arrive, a strong personality is delegated to do **satın hands** and **eye makeup remover demo** and then hand out a profile card and pen. KEY – KEEP it MOVING so we start on time.

It's good to delegate **the food** out to a close friend (mom, sister, neighbor, etc.) and keep the food covered until the very END and not a minute before the presentation is entirely complete. Otherwise, the kitchen noise can distract the group.
- **PREPARE YOUR POWERSTART POSTERBOARD.**

We are going to book your Power Start using a posterboard numbered 1-30 faces and 1-5 Career Surveys. On the back, 31-60 for a Double Power Start
- **DO NOT PASS OUT LOOK BOOKS OR SALES WILL BE SABOTAGED.**
- **YOUR ONLY FOCUS AT THE END OF THE DEBUT IS TO SET DATES FOR YOUR BOOKINGS.**

It's easy to get lost in chatting away or helping one person find a lipstick, but this is your opportunity to work it! Director/Recruiter will be working to get sales & career surveys for you, while you go from person to person and ask them "OK, now when can I practice on your face?"
- **YOU WILL BE TEMPTED TO JUST "CALL HER LATER."** Don't fall into this temptation – capitalize that she is 1) excited/close to the product right now & 2) you have her in front of you.
- **IF A GUEST STARTS ASKING ABOUT LIPSTICK** ... politely direct her over to Director/Recruiter and say "oh Aunt Sally, my Director/Recruiter is taking the orders and I'm booking the appointments, why don't I take you over to see her and she will be happy to help you out". Girl, you are BOOKING! ;)
- **REMEMBER, YOU HOLD THE KEY TO HONORING GOD FIRST, FAMILY SECOND & MARY KAY THIRD.**

DAY OF DEBUT

CHECKLISTS

CONSULTANT CHECKLIST

- ☐ MOST IMPORTANT: I have actually called (not texted) EVERYONE I invited & used script
- ☐ I have informed my Director/Recruiter how many guests are confirmed the day before and let her know who might be a good career survey candidate
- ☐ Datebook highlighted with available appointment times
- ☐ Pens for everyone
- ☐ Profile Cards
- ☐ Sales Tickets, Calculator, Money Bag & Product Shopping Bags
- ☐ As many filled rollup bags as possible
- ☐ Product displayed
- ☐ Posterboard for Powerstart & Double Powerstart
- ☐ Name tags for everyone are a nice touch but not necessary
- ☐ Delegated out: Someone to do Satin Hands/Eye Makeup Remover Demo on each person as they arrive and to hand out a profile card/pen. Key is to keep it moving
- ☐ Delegated out: Setting out refreshments at end of program

DIRECTOR/RECRUITER CHECKLIST

- ☐ Arrive 10 minutes early with a positive expectant attitude
- ☐ Bring all products to demonstrate
- ☐ Prizes – Powerstart Prize to show off, gift for anyone who brings a friend (who wasn't on invitation list) and for winners of ticket game
- ☐ Set Sheets & Hostess Program the new IBC has chosen
- ☐ Tickets for some kind of marketing game
- ☐ Powerstart ring or consultant's Powerstart prize
- ☐ Marketing Packets & lead setting up datebook for 5 career surveys
- ☐ Lead the program – especially sales and career surveys at the end

DEBUT OUTLINE

PAGE 1 OF 4

PRESENTATION - 1 HOUR

Presentation - one hour plus 30-45 minutes after presentation to answer questions and shop

pre-debut

Confirm hostess program you'll be using with IBC and confirmed #s of guests

15 min

As Guests Enter: greet, thank, introduce, do satin hands & eye makeup remover demo and then fill out Profile Card so they aren't writing while the presentation has started

Honor those who are on time and begin promptly

3 min

WELCOME AND WHY WE ARE HERE

"I still remember my debut; I specifically remember every single person that came to my business debut and I especially remember the people who weren't there lol! So thank you for supporting Rachel & know that tonight you are on the good list! (wink) just kidding!"

"Today is a celebration of Rachel and her business – whenever you do something like this, you will undoubtedly experience ups and downs, so it's always nice to know that when you hit the valleys in your journey, you have a great support system who will encourage and believe in you."

Our Agenda is in 3 Parts:

1. Play a fun game (Purse Game) "You are going to love it – at the end I have some goodies to give away!"
2. Product demos – "NOT ON THE FACE today, you can set up a time to do that with Rachel later"
3. "I'll share with you how you can most support Rachel with her business - sound good?"

3 min

CONSULTANT SHARES HER WHY

"Rachel, I think it'd be great if you shared with everyone what attracted you to Mary Kay & what you're most excited about?"

10 min

GUEST INTRODUCTIONS

"I'd like to go around the room and meet everyone – tell me your name, how you know Rachel... and she doesn't know I'm going to do this – Rachel you'll turn bright red – but tell me what it is about Rachel that you think will make her great at this business!" (Start with the loudest guest)

"Well, I know Rachel is going to be amazing, because..."

15 min

LETTER GAME/PURSE GAME

"This is my little way of getting you to listen to me about Mary Kay! But seriously, I think as part of Rachel's support system, it's important you learn more about what she's doing so you can understand what she's just stepped into and why she's so excited."

"Plus everybody loves to win prizes!"

DEBUT OUTLINE

PAGE 2 OF 4

PURSE GAME:

M - Money - 1/2 of what we sell, reorder business, team building commission, car program

R - Recognition - love to recognize women for what they do

C - Cars - 3 levels of cars you can earn

W - Watch - what I do, see if you think if this is something you'd ever enjoy being a part of

B - Beliefs - Golden Rule, sign around neck make me important, God-Family-Career

"Count tickets – who has most? She's the one to beat!"

"You'll get tickets for asking questions – 1 ticket for product questions like "What do you have for dry skin?" and 2 tickets for asking a business question like, "What's the best thing about being a part of Mary Kay?"

"So, what kinds of things do you guys want to know?!"

If no one asks questions explain asking questions is really good training for Rachel so the more questions the better – "For a ticket does anyone want to know if Mary Kay was a real person?"

(After a couple questions) "Do we have any more questions before we move into the demo? OK – well AS WE work with the product ASKING QUESTIONS will get you more tickets! So ask away!"

20 min

PRODUCT DEMO

Goal: Demo our primary skin care line (like the Ultimate Miracle Set or Timewise Repair) & then pass around other fun to talk about products

Hand Facials: Demo skin care products on back of right hand and then use an opposite shade foundation to rub on both hands – see the difference – have anyone with a significant difference hold up their hands to show. VERY EFFECTIVE demo. Explain this is AFTER Satin Hands and only ONE use. "Can you imagine if you used the skin care twice daily after a few weeks what your skin could look like?"

Present product results % from company material

Eye cream: Give tickets if they can guess why you show signs of aging around your eyes faster than anywhere else on your face. (Thinner skin, fewer fat deposits there, touch your eyes more, usually not as oily there)

Give tickets to whomever can guess WHICH FINGER you use when you apply eye cream. And for another ticket, WHY you use that finger. (Ring finger, softest pressure)

Demo Eye Cream on right eye only so guests can feel the difference

DEBUT OUTLINE

PAGE 3 OF 4

5 min

CLOSE: HOW YOU CAN SUPPORT THE NEW CONSULTANT

Have consultant display Powerstart Poster & grab marker

"When you start anything new, whether Mary Kay or being a nurse, the best way to get really great at anything is to PRACTICE. Rachel needs practice.... in matching foundation shades, picking colors that go together, learning how to describe the product. So I have challenged Rachel to do what we call a Powerstart – which is to PRACTICE on 30 women's faces. NOT today, but some time in the next 30 days. When she completes this challenge she will be presented with (pass around whatever prize she will receive for completing her Powerstart).

Rachel has this beautiful posterboard where she will be tracking her goal – so what we're going to do is if you would be willing to let her practice on you some time in the next 30 days, raise your hand and Rachel will write your name down and I'll give you a ticket!"

(Gather momentum here – jump in while she's still writing so there's not a lull) "Ok so how many of you LOVE to get free stuff?" *(pass out hostess plans)* "So we are up to X number of faces so far – that's great!! Just X shy of 30 – so here's what we'll do...it is so much more fun with a group of friends wouldn't you agree? I mean would you rather go to the counters at the mall by yourself or with some girlfriends? You know how women love to play – so if you are willing to share your time with Rachel with some girlfriends or your most fun family members, because it's more fun PLUS you are helping Rachel hit her goal of 30 faces, just THROW OUT a number of people you feel you could get over there when she does your facial and I'll give you a ticket for each one you commit to and Rachel will write a +2 or a +5 by your name."

If needed say, "What a lot of folks naturally want to do is just everybody HERE get together and have one big appointment – but actually what helps the consultant the most is for each one of you to let her practice on each one of you and then you also invite your family and friends that she doesn't know so she can expand her circle."

If you get past 30 – turn the posterboard over on the back side and explain we're going for a DOUBLE POWERSTART now!

"Finally, you see 5 more spots at the bottom that say Career Survey? The last part of her training is to find five people who would be willing to take information about the Mary Kay opportunity and give their opinion and also ask thoughtful question about the business. And that's just great training for Rachel. So if anyone would be willing to be one of our five who would give their opinion of Mary Kay – that would be oh so helpful. And if no one volunteers – I'm just gonna pick you!!"

DEBUT OUTLINE

PAGE 4 OF 4

5 min

SET SHEET

Pass out as many filled rollup bags as consultant has ready and Set Sheet

"So I know that you are all here to support Rachel, but I also know that some of you are interested in taking some product home with you – do you mind if I go over a few sets? Thankfully Rachel has a store of product – all that you see here sitting out is her product that you can take home with you right away so you don't have to wait. And yes we do take credit cards."

Show any Debut "specials"

2 min

DRAWINGS

Ticket Game – who has most tickets

Gift for anyone who brought a friend

"Thank you all for your presence today, I know it meant the world to Rachel. Help yourself to refreshments and in the meantime if I can help you with any questions or ordering product great and Rachel will be making her way around to schedule times for your appointments. From the bottom of our hearts thank you for your time – hope you had fun!"

AFTER-PRESENTATION

Guests eat refreshments – it is important they move around to eat so the group doesn't become one giant circle...making it awkward for the consultant to start booking.

Director/Recruiter takes orders AND sets up Career Surveys

New Consultant works on booking appointments



AFTER THE DEBUT FOLLOW UP

WHAT'S NEXT - PAGE 1 OF 2

Congratulations on your grand opening! You've just taken your first step toward success along your MK journey. Follow these proven steps of TIGHT follow up for a sustainable business. This works!



1. CALCULATE YOUR FINAL TOTALS

Sales, # appointments/career surveys booked and dates Communicate these details to both your Sales Director and Recruiter via voxer. I want you to get in the habit of sharing good news with your MK support folks and initiating communication.



2. RECORD SALES IN YOUR ONLINE WEEKLY ACCOMPLISHMENT SHEET

Find this on www.marykayintouch.com - "Weekly Accomplishment Sheet"



3. DEPOSIT YOUR SALES INTO YOUR MK BANK ACCOUNTS

Remember, 60% of your sales goes into your product reorder account to replace the product you sold/tax/shipping/samples and 40% goes to pay off your loan, or becomes profit if no loan. If you are building your inventory level, then the 40% may also be reinvested in the business. Unless you are building your inventory, please do not begin any habits of ordering more product than you actually need.



4. QUICKLY REORDER TO REPLACE THE PRODUCTS SOLD

Remember to use your DEBIT card from your MK checking account to pay for this order



5. ***THE DIFFERENCE MAKER*** FOLLOW UP WITHIN 24-48 HOURS

(no later) with a quick phone call to finalize dates, get guest lists & follow up on any promises made. Be sure to practice your phone skills and actually call & follow up with a text once you leave a message.



6. THANK YOUS

Text a quick "THANK YOU" with your picture showing gratitude for attending, possibly using an app such as "Red Stamp". Follow up with a quick thank you note to everyone who attended. The written word will set you apart. EXAMPLE:

"Rachel, thank you so much for supporting me last week at my debut. I can't begin to tell you how much it meant to me that you were there to give me encouragement. You are a doll for letting me practice on your face next Thursday. I promise, we'll have a great time, plus it will just be great to see you again and connect. Hey, if you can get any of those neighbors over to your house, it would be great practice for me, and if not, well, you and I will have a blast together! Hope your boys are doing great!

I can't wait to see you!

Love, Julia"



7. CALL THE PEOPLE WHO WEREN'T ABLE TO ATTEND TO BOOK THEM

KEEP IT LIGHT – don't take yourself too seriously. Remember, humor will get you anywhere. (See next page for scripts)

AFTER THE DEBUT FOLLOW UP

WHAT'S NEXT - PAGE 2 OF 2

FOLLOW UP WITH THOSE WHO WERE UNABLE TO ATTEND



EXAMPLE: "Rachel, hey gal, this is Julia.... Listen, do you have 10 seconds? Well, I'm sorry you weren't able to make it Saturday... We had a great time... totally missed you... it went great *(you never want to be negative on the phone – if your Debut was less than what you expected or you were disappointed and she asks "how did it go" say, "Oh, thanks for asking, we missed you, but we had a good time" in an upbeat voice)*.

Continue: "Hey, I just wanted to let you know how excited I am about the MK thing and girl, you should see this beautiful silver and diamond RING that I am going to earn – it's my first big MK prize – you would LOVE it... and to earn it, I have to round up 30 guinea pigs some time here in the next 30 days and I was thinking who on God's green earth would let me borrow their face and your sweet little face just popped into my brain. lol! So is there any reason I couldn't steal your face to practice on?"



VOICEMAIL: "Rachel, this is Julia, girl, you have got to call me. I'm dying to tell you something kind of fun and I know you'll be excited for me. You can catch me on my cell XXX-XXXX. See ya!" (Don't give too much information on voicemails, just give enough that it makes them want to call you back.)



TEXT: "Hey Rachel, I left a voicemail on your cell – would love for you to check it and then reloop with me—thanks zillions! :)"

SETTING UP A
CAREER CHAT

"The reason I'm calling is that my MK Mentor has challenged me to earn (prize) and you know how competitive I am, right? Lol! I can't not earn it... so here's the deal – I need your help with giving me your opinion and I KNOW how you love to be asked your opinion, right? Lol! OK so basically, the challenge is to find 5 women who would be willing to look at marketing info about Mary Kay and give me their opinion, feedback, ask questions and it's super great training for me to listen in and hear how my mentor answers those questions. And I'll totally throw in something awesome as a thank you for your time – what do you think? And by the way, Mary Kay may or may not be something you'd ever look into – and I just want you to know I totally get that. Like it's great either way, I just genuinely appreciate your time."

NEXT GOALS

- ✓ Finish booking your Powerstart through this follow up and other contacts you have
- ✓ Finish scheduling your 5 Career Surveys with your Director/Recruiter (pearl earrings)
- ✓ Focus on your 5 guests to your weekly success event (pearl bracelet)
- ✓ Make sure you've completed any New Consultant Training. You will find it especially helpful to ask your Director/Recruiter when you can shadow her or someone else at a group facial.