

FULL CIRCLE SUCCESS

FULL CIRCLE SUCCESS is based on doing a PERFECT Group Appt and WORKING FULL CIRCLE

1. Coach your hostess by giving or sending her a Hostess Packett
 - a. Use a nice folder
 - b. Mary Kay Team Building Brochure (section 2)
 - c. MK Hostess Brochure
 - d. Current Look Book
 - e. New Consultant Agreement (signed)
 - f. Flyer “What comes in the Starter Kit” (found on www.juliaburnett.com under New Consultants—> Starter Kit flyer
 - h. 40 Names Fast & Outside Order Form —> www.juliaburnett.com —> New Consultant
 - g. MK Team Building CD (found on section2) OR Choices CD (order from www.topdirectortapes.com if you call you can actually order many more CDs than what they show online) OR a notecard that has NSD Pamela Shaw’s hotline **212-990-6415**
2. Tell your hostess you will give her X,Y,Z (free eyeshadow, etc.) when 1) she gets her guest list to you within 24 hrs, or 2) she fills out the beaut-e-vite within 24 hours after you send it to her, or 3) she gives you guest list right now (have her get her cell phone out)—REMEMBER, NO GUEST LIST, NO APPT
3. Mark on your calendar the date you will mail out postcard invitations (no *more* than 2-3 weeks ahead of time) and the time you will do your pre-profiling calls
4. Send each person on the Guest List an invitation postcard—I always write a little personal note saying “I can’t wait to meet you, it will be FUN” and a little sticker
5. Call the guest ahead of time to pre-profile so that you can be better prepared for their skincare needs. Make them fall in LOVE with you on the phone
6. Make sure that you have prepared multiple Hostess Packets and your Opportunity Packets (which includes every thing a hostess packet has, except no Hostess Brochure or outside order form) ***ahead of time*** and you have them with you your appointment
7. Once at the appt. Thank your hostess, thank the guests, introduce the guests, then say “ In Mary Kay you are entitled to two appointments, one to introduce you to our skin care and supplements and a second to fine tune your skin care program and treat you to an individually designed glamour look.” “Today we will be doing just enough glamour to get you home safely so don’t worry, but I know you are anxious to be treated to the second appointment so at the very end I’ll meet with each one of you over there at the couch and we can set a date then. So here’s what we are doing today. We are going to treat your skin to the #1 selling brand in America for 15 consecutive years, add a smattering of glamour then I will meet with each of you individually to answer and questions or personal concerns you might have.” I want to assure you that our products have a 100% money back guarantee and that I am interested in building a relationship with you not a one time sale. If anyone does want something to take home tonight, I have a full inventory, so you don’t have to wait and I do take credit cards. So now just sit back, relax and have a great time. I’m here to serve you. Now first of all, let’s go around the table and I want to know your name again, so I make sure I caught it & what’s the main thing you want to learn today?” If they say they want to learn anything that has to do with color—nod your head yes & say you will be happy to get with her at her 2nd appt. to teach her that.
8. Talk about the second appointment throughout the entire appt. Easy to do with the “Pass the bag of samples/discontinued product” game.

9. Follow the Flip Chart all the way through color. Then have them take the clips from their hair and fluff and it's COMPLIMENT TIME. Have them hold their mirrors at arm length and admire the results. All give compliments to one girl at a time. Let them sell each other on the way they look. If no one mentions "her skin" maybe add that in here where appropriate to direct them back to skin care.
10. Ask for referrals at the very end of the appt. "Before we go shopping, I'm going to give something Away & I know how most women love free stuff. Now get out your cell phones....the way I grow my business is by meeting friends of customers, so I am going to give you a few minutes to jot down names and phone numbers of your friends, neighbors and family who might enjoy doing what we did tonight. I'll have a gift for every one who gets 5 names w/ numbers and a grand prize for the person who has the most names. Ready set, go....." {This serves as her GUEST list when you do the individual consultation and Book her Color Appointment}.
11. Romance the sets on the Set Sheet (found on www.juliaburnett.com —>NEW Consultant page. Share about the value of the rollup bag
12. Ask each customer to write down her wish list on the back of her profile card—particularly including her favorite 4 sets first.
13. Have the Hostess serve refreshments while you meet with each guest ***individually***. This will not work if you do this in a group. Ask her the following questions:
 1. Did you have a good time tonight?
 2. How does your skin feel, doesn't it feel great?
 3. What part of the miracle set did you like the best?
 4. _____, you know your situation better than I do, but as I was going through the specials to night, which ones did you get most excited about that you would love to take home with you?
 5. Are there any individual items that you would like to add? i.e. eye makeup remover?, satin lips?

REFER TO INDIVIDUAL CLOSE SHEET for continuation on booking/team building
14. Let her know you are really into customer service, so you will call her in 3 days to check up with her, is that OK? (no one has ever told me no).
15. When she books a group appt. coach it RIGHT THEN—give her a hostess packet & ask her to fill out the 40 names fast sheet with using her cell phone for #'s—right there and you will give her X, Y, Z for free (I give \$10 gift certificate) - and then inform her after you get her guest list you'll give her a free eye shadow when you call her people to profile them, if she's already invited them by that time, she gets another X, Y, Z for free—as she's filling out the 40 Names Fast sheet—have her sit to the side and begin the consultation with the next guest so you keep things moving
16. After the appt. I keep postcards in my car & usually I write thank you postcards to each woman before I even get home while I'm still excited. I pull out the customer profile cards & write little notes on each one HOW I plan to follow up—whether a customer "I care" call or to ask her to be a face-model for me or to book her for my portfolio (if I chickened out with asking her RIGHT THEN), etc. I also put in my datebook the followup dates for mailing out reminder postcards, coaching times, etc.

PERFECT Group Appointment GOAL

Sell TWO Skin Care Sets
Book TWO Future Appointments (preferably group appts.)
Give TWO Recruiting Packets out (Hostess & at least one other person)