

Opening the Skin Care Class, by Renee Daras, SR.NSD

Closing every sale actually begins from the time you book your client or hostess, from when you enter her home or office, and in the Opening of the skin care class. You may have heard the statement..You only have one time to make a good first impression..and this statement is very true. Your Opening is your first introduction to the guests at the class, and they are watching your every move.

Before I talk about how you look on the outside, once again I want to reiterate the most important garment in your wardrobe, and that is your Spirit. People will be attracted to that more than anything else. Its so important to feed your Spirit every day by taking the time morning and night it read, pray, and be silent. There is a great strength in the daily routine of preparing your Spirit for the day. Ivana Trump says..Anything she can do she can do better in 4 inch heels! I say anything I can do, I can do better when I've taken care of my Spirit on a daily basis!! Whatever Faith you belong to, Whoever you perceive God to be, turn to Him in prayer daily, and your Spirit will be radiant. I guarantee you that you will handle yourself, and everything that happens in your life with more courage and confidence with this daily maintenance and routine. Try it for 21 days, and you'll see, this makes a huge difference.

You want to be sure that your are dressed in such a way that will inspire and motivate the guests to "be like you". Remember that women "look" at women more than men do. One of the reasons they do this is because they are getting ideas on how to put themselves together. Be sure that you are wearing a skirt, along with your beauty coat, or a business suit with a skirt, or a skirt and blouse and/or vest. These days accessories are everything, and a belt, and scarf go a long way. Your shoes need to be immaculate..women so look at shoes. If the lifts are gone, or the heels are tattered..the guests will notice, and make a mental note. When you go into your hostesses home, be sure to either bring a pair of shoes, or wipe the ones off that you are wearing before entering. Its so important to have respect for peoples homes. Its also important though that you be wearing shoes, instead of barefoot, or in your stocking feet. You want to cast that professional look and style in your department.Its hard to be taken seriously in stocking feet!

The next most important thing is your face, and body. Do you use all of our amazing products? I hope so. You cannot sell what you are not familiar with and truly appreciate personally. Try all of the body care lines, and be sure to use your favourites always. Your face is of course so very important. Use your skin care faithfully, and skin care supplements that are right for you. Your colour cosmetics would be applied beautifully, and if you "love" cosmetics, be sure not to have too much on, and if you fear colour, be sure you have enough on. Attending your weekly meetings, you will always learn more about how to look like a real pro, because you have your Director there who really knows how to put herself together.

People respond to our Spirit and our appearance, but they also respond to how we treat them. More than anything else, how you treat other people is one of the single most important aspects of our business. It is the Hallmark to Success, to treat everyone like they were a Gift from God..(and they are). Always see the good in each and every one. You need to know lots about them, and they'll open up because they feel safe in your presence.

Begin by making it "ALL ABOUT THEM"! After you have talked a little about your Hostesses New Colour Look (See Coaching for details on this site), go around the table and

ask each person their name, what they do for a living, about their family, before you get started. Time is a key factor, so be cognizant of the time, but at the same time, learn about the guests. Their names are sooooo important, and you remembering their names is crucial. Listen carefully as they introduce themselves, and make a word association in your head. This is one of the blessings of preprofiling..you know their names, and a little about them from your phone conversation.

After everyone has introduced themselves, you can introduce yourself, or have your hostess introduce you. The guests don't need to know alot about you, but you need to know alot about them. There is something very “intriguing” about a woman is “together” enough to be into making it all about others. They can get to know you, but I promise if you make it about them, they want their friends to meet you! And that will be at their skin care class, for their second facial.

There are only a few things to memorize in our Career opportunity, and they are Booking, Opening and Clsing the Class, and the 4 point Recruiting plan. You are now ready to do your Opening and here it is...

Before we get started I'd like to explain something to you. Today, you will be trying products unlike anything on the market. Mary Kay is #1 in Skin care and colour cosmetics, and are the finest in the industry. Your first facial is to introduce you to our product line, and your second facial is to be sure you're using the products correctly and achieving the desired results.

First of all, I want you to lift your mirrors, and look very closely at your skin. (be sure to put the magnifying side of the mirror up, so they can really see) I want you to know that you WILL see and feel a difference after after one facial. And the longer that you're using our products, the softer, smoother and more subtle your skin will feel. You'll also be really ahppy to know that I have “On the Spot delivery”..all the products you are trying today I have with me. I am a Professional, and I have a Full Inventory..so you can start using the products immediately..

The best part is that we have a money back guarantee, and it is 100% unconditional. If you any reason, you purchase a product that is not right for you, I will take it back, and you can either exchange it, or get a full refund.

Another part of this class, is that along wih our amazing products, you get me! I am a professional beauty consultant, and I will be your personal consultant, and take care of all your skin care, and cosmetic needs as long as will have me. I incerely enjoy every step of my career path with Mary Kay, and I'll do everything I can to assist you to llok your very best!

Remember everyone receives 2 Free facials..the first one today, and the second one to be sure you're getting the desired results. Our class is in 3 parts..the first is the skin care, and you learn how to take care of your own skin by doing it yourself. Mary Kay said..”If you feed a man a meal, you've feed him for a day, but if you teach him how to fish you'd feed him for life! Our emphasis is on teaching, so you will know how to take care of your skin, and apply colour cosmetics! And that is our next step in our class is basic colour.Keep in mind that for those of you who are my future hostesses, I do arrive early at your class, and we do a new colour look together before your guests arrive. The third part of our class is a private consultaion for each one of you. I know that your skin care needs and your finances are

“personal”, so I will talk with each one of you “individually” at the end of the class.

Now, Is everyone ready? Lets get started..And then you follow your Flip chart, but reading the back of each page. I have a few suggestions, and they are to get some “Stars” and “Hearts” “Stickers from the Dollar store. Throughout your Flip chart, you will stick some “Hearts” “beside wording in the pages you are reading to remember to mention..”Individual Consultation” at the end of the class. Whenever someone asks a question, briefly give an answer and then say..Please ask me that question again, Joanne, when we talk individually..I have a hand out on that subject. Every time you see the “Heart”..remember to mention..Individual Consultation at the end of the class. The “Stars” are for you to remember second facial booking. Every time you see a Star, work in your language the idea that at their second facial booking, you'll want to see how their progress is with their skin, or at their second booking you can bring more info.on how to do eyebrows, etc. You will want to mention “Individual Consultation”, and “Second Facial Booking”, at least 7 times throughout your class. Women like to know what is going to happen, and the more they hear these two things the more prepared they are for them to happen. It really helps for you to both “Close” the sale when they know they will have a private consultation, and to “Book” their second facial. The transition from being the” Teacher” as you teach the class to the “Saleswoman” when you close the sales will be more natural and comfortable.

It is very important that you do an “Individual close, and I'll tell you why. Remember that being a Consultant with Mary Kay, you are not only selling products, but in fact our job is truly about “Empowering and Serving others”. We can only empower others by treating them with respect. Individually and privately, you can assist each one with their purchases, and book their follow up facial, and give them a career packet. If you have done an effective job through the class, they will tell you more in this private consultation. The ones with money often buy a great deal of what they want, but what about the lady who is on a shoestring budget? One to one, you can overcome objections, assist them to focus on skin care, have a class so they can get hostess credit, and set up interview times for perspective new associates.

There is a great power in the Opening, because it prepares everyone for the Closing, which is so important. Most sales are lost because the purchaser was unaware of what the cost of something was, or when they could get it.

Renee.