

# VIRTUAL COLOR PARTY DIALOGUES

MARY KAY®

To open the **Virtual Color Party Flip Chart – Guest Pages** on your computer, go to *Mary Kay InTouch*® > Education > Party Central > Virtual Parties.

# BEFORE THE PARTY CHECKLIST

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Prepare for your virtual color party/second appointment.

For the virtual color party/second appointment, you can customize a dash-out-the-door look, create a really glamorous look or do anything in between.

**Virtual Color Party Flip Chart – Guest Pages and Dialogues** have been created to help guide you in holding professional and successful virtual color parties.

**Here are some tips to help you hold successful virtual color parties:**

- Make sure to **review** the Virtual Color Party Flip Chart – Guest Pages and Dialogues to practice how to present the fabulous *Mary Kay*® products!
- If you need a little boost of confidence when it comes to makeup, [\*\*\*Color Confident\*\*\*](#) is a step-by-step approach to color that features application techniques that can make it easy for you and your customers to achieve beautiful results. Once you learn the basics, you can have fun experimenting with different shades and techniques. Because color rules!
- For your virtual color party, **consider mailing product samples**. To keep it simple, consider sending *Mary Kay*® Color Cards along with a few more samples of products you would like to demonstrate during your party. Contact your guests prior to the party to select the right product samples for them.

## BEFORE THE PARTY CHECKLIST

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- When sending product samples, you can also include a copy of the [Second Appointment Place Mat](#) (closing set sheet) as well as the appropriate application tools, such as sponge-tip applicators, cotton rounds or cotton balls and doe-foot applicators. Consider including a **Beauty Profile card** and a **Beauty Book** if you have guests who will be attending one of your parties for the first time.
  - *Tip:* For a fun and engaging activity, consider sending a copy of the [Kissologist flier](#) listed on *Mary Kay InTouch*® > Education > Party Central > The Second Appointment > Supporting Materials. Have your guests play the game and send you photos of the flier with their lip prints via text to enter their names in a drawing for a fun prize!
- Make sure to let your customer(s) know that she/they should **have a clean and moisturized face** for the party/appointment. This is also a great time to emphasize the importance of using a skin care regimen to maintain healthy skin, which can help makeup look even better.
  - *Tip:* If you have guests attending a *Mary Kay*® party for the first time, consider including *TimeWise Miracle Set 3D*® product samples to encourage them to attend one of your skin care parties soon!
- During your virtual color party, **consider showing the retail-sized products**. It can be very helpful for your customers to see the actual sizes of the products they will be purchasing.
- If your customer previously attended one of your skin care parties, **follow up** on how her skin care product purchase from her initial virtual or in-person appointment is working for her and address any questions she may have. This can happen during your customer's individual consultation.



# Welcome Guests and Introductions

**3-4**  
MINUTES



**TIPS:** Consider a drawing for a prize to encourage participation and engagement.

*You could mention that you've got a few product samples to give away as prizes throughout the party. For each question asked, enter a ticket into a bowl for a drawing at the end of the party. The more a guest participates, the better chance she has of winning!*

*Feel free to make this work for you and your Mary Kay business, or ask your Independent Sales Director for suggestions.*

**1** Hi, I'd like to thank everyone for joining today. For those of you who don't know me, my name is \_\_\_\_\_, your Mary Kay Independent Beauty Consultant.

*If you have a hostess:*

I also would like to thank \_\_\_\_\_  
(hostess's name) for hosting this party.

**I reward all of my hostesses** with fabulous perks, and I'd be happy to tell you about them at the end of this party.

**2** But first, let me share a little about the rest of the party.

Today you're going to have fun with Mary Kay® color products and learn how to create a glam look (or a great 5-minute look!). I will also be sharing **information about the Company**, so you will get to know what makes the Mary Kay brand so special!

*If you sent your guests product samples, add this to the dialogue:*

**3** Before we start the party, **have your product samples ready**, as well as scissors to open them, and a mirror. (If you sent a cleanser sample, your guests will also need a washcloth and access to water.)

**4** During the party, I encourage each of you to like, love or **comment in the chat section**. Also, have a pen close by so you can participate in some fun activities.

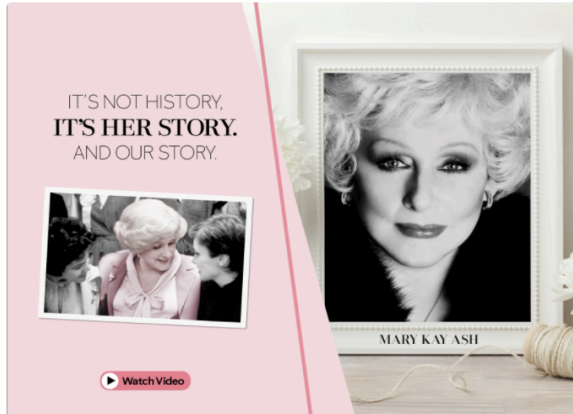
At the end, I will follow up with each of you one-on-one for an **individual consultation** to discuss your specific skin care and beauty needs and to answer any questions you may have.

**5** Now, let's start with the introductions.

Tell us your name, a little bit about yourself and (if there is a hostess) how you know our hostess.

Who would like to go first? (If no one volunteers, you can choose who goes first.)





**1** It is great to meet everyone, and I am so glad you've joined us today! Now I'd like to tell you a little about **Mary Kay Ash.**

*Click the button to play the video.*

**2** Mary Kay was a single mom struggling to make ends meet in a male-dominated business world for more than 25 years. She retired in protest after yet another man whom she had trained was promoted above her.

**3** In 1963, Mary Kay thought about her career frustrations and wished there was a company where women could be fully rewarded for their skills and abilities.

She realized she didn't have to just sit and wish; **she could start that kind of company herself.** And she knew she wanted that company to sell a product that would create confidence and make women feel beautiful inside and out.

**4** This Company follows the **Golden Rule** and emphasizes the **importance of giving back.**

**5** I'm a small-business owner, and when you buy from me, you're supporting MY DREAMS and your local community.



**To help identify your “why” and create your I-story,** check out MKUniversity on *Mary Kay InTouch*® > Education and your *Start Something Beautiful*® magazine. You can find a digital copy of *Start Something Beautiful*® on *Mary Kay InTouch*® > Education > New Independent Beauty Consultants Start Here, in the Supporting Materials tab.

**1** I’ve been building my Mary Kay business for \_\_\_\_\_ **months/years**. My mission is to \_\_\_\_\_. My vision is to \_\_\_\_\_. And one of my goals is to \_\_\_\_\_.

**2** By all of you being here today, you are helping me fulfill my mission, vision and goals, so thank you from the bottom of a grateful heart.

**3** Before I started my Mary Kay business ...

*(Add your I-story here.)*

**4** What I like best about my Mary Kay business is \_\_\_\_\_.



## OPTIONAL INFORMATION

**In fact, millions of women in nearly 40 countries worldwide have embraced the opportunity,** making Mary Kay one of the largest direct sellers of skin care and color cosmetics in the world.

The Mary Kay opportunity thrives today because it's a great way to potentially earn extra income. And because it's about real women helping other women look and feel their best.

Every woman has her own reason for starting a Mary Kay business. What's yours?

**1** One of the things I love about the Mary Kay opportunity is that it allows a woman to create a business with freedom and flexibility that can fit into her life based on her goals.

**Mary Kay Ash realized women needed an opportunity** to have flexibility while balancing their lives with their values and priorities. Mary Kay Ash always said that her priorities were God first, family second and career third. She found that when she put her life in this order, everything seemed to work out.

**2 Would you like to own your own business, share your love of beauty and potentially earn extra income?**

Just watch me today to see if you think you'd ever want to learn to do what I do. Feel free to let me know if you are interested in learning more about the Mary Kay opportunity! You can let me know through the chat.





## OPTIONAL INFORMATION

**There are millions of loyal Mary Kay customers** around the world because *Mary Kay*® products consistently deliver the benefits women want at great prices. All because they have Independent Beauty Consultants like me who work to find the right products to help them look and feel great.

**1** Did you know that Mary Kay spends millions of dollars and conducts **hundreds of thousands of tests** each year to ensure that *Mary Kay*® products meet our high standards of quality, safety and performance?

**2** **How many of you have a drawer full of makeup or skin care mistakes that you paid good money for?** With the ***Mary Kay*® Satisfaction Guarantee**, those makeup and skin care mistakes are a thing of the past.

**3** So if there's any *Mary Kay*® product you purchase today and later decide you'd like to swap or return – because it isn't the right formula or color – just let me know. I can exchange it or issue you a refund if you prefer!



**TIP:** *If you did not send product samples for the party, read the product descriptions and consider applying the products on yourself as a demonstration.*

**1** Are you ready to try a **new look** that's easy and fun?

I knew you would be!

**2** Let's make sure you have all the **product samples** in front of you. You should have:

- Call out the product samples you sent for their color party/second appointment.

## SELLING TIP

Consider asking your guest(s) to take a selfie before you start and another selfie after you've completed your session.

"One thing I would like you to do before we start is to take a selfie before we add color and again after we create your look. I just love to see your faces when you see the difference *Mary Kay*® products can make."

## DO AN ABOUT-FACE!

*Find customized solutions  
for your specific skin needs.*

**1** Before we get started, make sure you've **cleansed and moisturized** your face.

All makeup looks better when it's on healthy, well-cared-for skin, so a **consistent skin care regimen is the first step to a flawless face.** Mary Kay offers a variety of innovative skin care formulas created to fit your personal needs, depending on age and skin type. Every day, you want to cleanse, moisturize and protect your skin.

**2** So first, we **Cleanse** twice a day – in the morning and before bed – with a cleanser customized for your skin type. And remember, going to bed with makeup on is a big *no-no!*

**3** **Moisturizing** is intended to restore balance to the skin, so using a moisturizer for your specific skin type is a must!

**4** And finally, you want to **Protect!**

Sun exposure is one of the leading causes of the visible signs of skin aging.

*TimeWise® Age Minimize 3D® Day Cream SPF 30 Broad Spectrum Sunscreen\** or *TimeWise Repair® Volu-Firm® Day Cream Sunscreen Broad Spectrum SPF 30\** offers safe and effective sun protection for your face.

**5** If you have not already started using *Mary Kay®* skin care products, let me know and we can talk about it during our one-on-one consultation.

\*Over-the-counter drug product



# Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15\*

2  
MINUTES



**TIP:** *If you did not send product samples for the party, read the product descriptions and consider applying the products on yourself as a demonstration.*

**1** Let's get started with the look(s) we've chosen for you today. The first product we will apply is *Mary Kay®* Foundation Primer Sunscreen Broad Spectrum SPF 15.\*

**2** Foundation Primer helps reduce the appearance of fine lines and imperfections and helps extend foundation wear.

And it gives you that layer of broad spectrum SPF 15 sun protection!

**3** Using your fingertips, let's apply our Foundation Primer to your nose, forehead and chin, blending gently over your entire face. This will create the perfect canvas for your foundation.

\*Over-the-counter drug product

# Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15\*

**2**  
MINUTES



**TIP:** *One of the advantages of having your own Independent Beauty Consultant is that I can help you find the perfect foundation shade and formula. Mary Kay even has a quiz you can take to help you match to your perfect foundation shade. They think of everything!*

*So if you are looking for more coverage or a different shade, we can talk about those other options in our one-on-one consultation.*

**1** Now, let's give your face a flawless foundation.

Foundation helps protect your skin from the environment. Plus, it evens skin tone and covers flaws for radiant, healthy-looking skin.

**2** Today, we're going to use Mary Kay® CC Cream Sunscreen Broad Spectrum SPF 15.\* Does anyone know what CC stands for? (*That's right.*) It stands for complexion corrector. And it's ideal when lightweight, natural-looking coverage is what you want, especially when you're looking to get out the door in a flash.

**3** **Open the product sample in front of you.**

Use your fingertips to apply the CC Cream to your face, starting in the middle of the face and working outward toward your hairline and along the jawline.

Isn't it great to know that as you're creating this flawless look, you're also protecting your skin with SPF 15?

***Note:** While your guests are applying the CC Cream, you can move on to the next pages and start talking about Pink Changing Lives® and the Beauty of Friendship.*

\*Over-the-counter drug product



**1** How many of you appreciate **doing business with companies that are socially or environmentally responsible?**

Then you'll be glad to know that when you use *Mary Kay®* products, you're supporting a company that does good!

**2** When you wash your face with *Mary Kay®* products, there are women and children who finally have a safe haven because of the more than **\$82 million** in support provided to women's shelters across the United States.

**3** When you moisturize with *Mary Kay®* products, you're supporting a company dedicated to **fighting the many cancers that affect women.** The *Mary Kay Ash Foundation*<sup>SM</sup> has donated more than **\$30 million** to medical research in hopes of finding a cure.

**4** When you use *Mary Kay®* products, you are supporting a company with a bold ambition to achieve sustainable change for our planet. Innovation never stops as the Company strives for product, supply chain and operational excellence in all that it does. Mary Kay's global manufacturing center functions as a Zero Waste to Landfill facility and was recently awarded the coveted LEED Silver certification for using healthy, highly efficient and sustainable practices.

**5** Mary Kay also touches hearts by **giving back globally** to causes that impact women and their families – all thanks to one amazing woman.





## TIP FOR REFERRALS:

The following is only a suggestion. Feel free to make this work for you and your Mary Kay business, or ask your Independent Sales Director for suggestions.

- When they flip over the Beauty Profile card you sent them, have them text you their referrals' names as fast as they can for a prize. Consider mentioning that you've got a few product samples for each of them to gift to their favorite ladies.
- Consider giving a grand prize to the first guest who finishes with her 10 referrals. Everyone else who submits referrals gets a prize of your choice.
  - "When I say GO, write the first names and phone numbers of friends who would appreciate a complimentary facial."
  - "On your mark, get set, GO!"

## 1 You know, Mary Kay's mission is to enrich women's lives.

Think for a moment about some of your favorite women. The ones you can always count on. The ones you truly love and appreciate. Wouldn't you love to do something special for them to show them how much they mean to you and enrich your life?

## 2 That's the *Beauty of Friendship*.

And I want to give you the opportunity to treat these special women in your lives to a complimentary makeover from me – compliments of you.

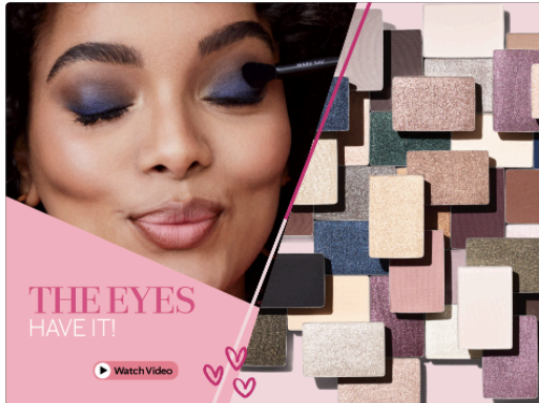
3 Along with the product samples you received, I also included a Beauty Profile card. **On the back of your Beauty Profile card, there's a section that says, "Give your friends the gift of a complimentary facial."** Simply jot down the names of women you want to appreciate, along with their phone numbers, and take a picture of the card to send me via text. I'll contact them to let them know that we have a fun surprise for them on your behalf.\*

*If you did not send Beauty Profile cards, you can say this instead:*

Just grab your phone and add my number if you don't already have it. It's \_\_\_\_\_. Now text me the names of the women you want to appreciate, along with their phone numbers. I'll contact them to let them know that we have a fun surprise for them on your behalf.\*

4 Just knowing that you were **thinking of them can put a smile on your friends' faces**, and most women are super excited to book a no-cost pampering session! If they say "no," I'll thank them for their time and ask them to call and thank you for thinking of them.

\*Prior to contacting referrals via telephone, text or email, you should consider whether such communication is consistent with state and/or federal "do-not-call" and/or "spam" laws and regulations. For more information, visit the Legal page on *Mary Kay InTouch*® ([marykayintouch.com](http://marykayintouch.com)).



**TIP:** *For more mature customers, neutral colors are typically more flattering. If you have fine lines around your eyes, matte shades work better than the shimmery ones. Remember: A little shimmer goes a long way, so it's best for mature customers to use only as highlighters for the eyes.*

**1** Now that you've applied a flawless foundation, let's get started on your eyes.

**2** There's so much to love about *Mary Kay Chromafusion®* Eye Shadow because it is **gorgeous color without compromise!**

- The lifeproof formula **holds strong for 12 hours.**
- It gives you a true, high-impact color payoff.
- And you can count on this long-lasting color to stay looking fresh through work, workouts, weather and almost anything on your agenda.

Take a look at this video to see how gorgeous these eye shadows are!



**TIP:** This is a great opportunity to mention the Mary Kay® Eye Primer.

- Extends the wear of eye shadow and prevents it from creasing and smudging.

**1** Eyes come in many shapes and sizes, and they're all beautiful in their own way. You can get the most benefit from your eye shadow when it is **applied to specific areas** of the eyes **based on eye shape**.

**2** Before we start applying the eye shadow, let's take a look at what different eye shapes mean and how to apply the shadow that best suits you.

*With these tips and techniques, you can help your customers create looks that will flatter their specific eye shapes.*

**3** Take a look at the screen. Can you spot your eye shape?

*If you sent a copy of the Second Appointment Place Mat:*

You can circle the eye shape that matches your eyes on the copy I sent in your packet as a guide.

*If you have not sent a copy of the Second Appointment Place Mat:*

Feel free to take a screenshot of this screen so you can reference the guide later when you are applying your eye color.

**4** Now take your eye applicators and begin applying the shades according to the eye shape you've chosen.





**TIP:** For lower lashlines, you can use eye shadow instead of eyeliner to avoid drawing attention to fine lines in the eye area.

**1** It's time to apply your eyeliner.

Whether it's thick or thin, gel, pencil or powder, an everyday or a dramatic application, **eyeliner is a versatile, fun and easy way to experiment with color.**

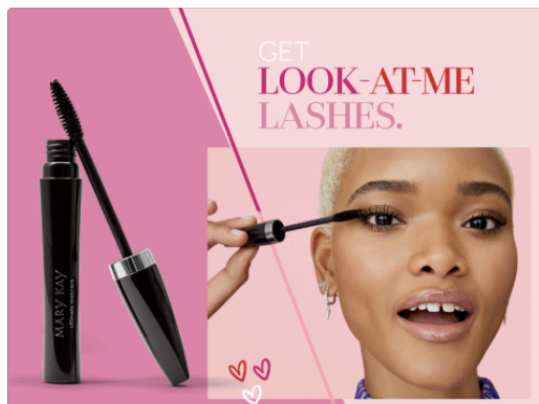
**2** Today we are using the **Mary Kay® Eyeliner in MK Black**. It also comes in MK Deep Brown and MK Steely, which is a gorgeous gray.

Mary Kay also offers gel and liquid eyeliners if you prefer those product formats.

**3** To apply this eyeliner properly, use your pinky as an anchor to steady your hand by resting it lightly on your face as you draw little lines along the top lashlines. Then connect the lines to make one continuous line.

**4 The benefits of this amazing eyeliner are:**

- It's a long-wearing, smooth-glide formula.
- It's waterproof and smudgeproof
- It helps lashes appear thicker.
- And the packaging has a built-in sharpener!



**TIPS:** While your customer is applying her mascara using the application tips you shared, you can mention that Mary Kay has a variety of mascara options.

Mary Kay also has a great Lash Primer that delivers stronger, more voluminous, longer-looking lashes.

You can also mention brow products like Mary Kay® Precision Brow Liner and Mary Kay® Volumizing Brow Tint.

**1** Now pick up the **Mary Kay® Ultimate Mascara™** sample to finish your eye look.

**2** Mary Kay® Ultimate Mascara™ is:

- Extremely volumizing and super thickening.
- Plus, it's smudge-, flake- and clump-resistant.

**3** To apply your mascara, **lightly wiggle the mascara wand** back and forth across the upper lashes, starting at the base of the lashes and working up.

**TIPS:**

- After opening, all retail-sized mascaras should be replaced every three to four months to promote optimum product performance and to help ensure mascara is free from harmful bacteria.
- Never pump your mascara wand in and out of the tube. It adds air into the barrel and dries out the formula.



## UPSELL IDEAS

Before you dive into lip color, remember lips need to be protected and pampered. It's lip service like this that can help you achieve amazing results.

Try gently exfoliating and moisturizing with the **Satin Lips® Set** before applying your lip liner. Dry lips reflect less light and appear smaller.

And if you want to kiss lip lines goodbye, **TimeWise® Age-Fighting Lip Primer** helps create healthier-looking lips by fighting the look of fine lines and wrinkles on and around lips. It also will help extend lipstick wear and prevent lipstick and lip gloss from feathering and bleeding.

**1** Now it's time to pucker up and give your lips some love!

Lip liner serves some really great purposes. Not only does lining your lips **help prevent your lipstick from feathering**, it helps extend the wear of your lipstick. Lip liner can also help change the shape of your lips to give you a plumper pout.

**2** Here are some other benefits of the **Mary Kay® Lip Liner**:

- It has a smooth, creamy, waterproof formula.
- And it glides on easily with a clean, precise line that perfectly defines the lips.

**3** To apply the lip liner sample, draw a line around your natural lip line. Use short, feathery strokes to create a soft, natural line. You can fill in the lip area completely to create a matte base and help lip color last longer.

## TIPS:

To help thin lips appear fuller, line lips with lip liner on the outer edge of your natural lip line, and then apply lighter or natural-looking shades of lip color.



## MORE TO SHARE

I can also tell you about *Mary Kay*® Gel Semi-Matte Lipstick, *True Dimensions*® Lipstick and *True Dimensions*® Sheer Lipstick if you would like when we chat later. Just let me know!

## PARTY TIP

For a fun and engaging activity, consider sending a copy of the Kissologist flier listed on *Mary Kay InTouch*® > Education > Party Central > The Second Appointment > Supporting Materials. Have your guests play the game and send you photos of the flier with their lip prints via text to enter their names in a drawing for a fun prize!

**1** Let's finish that perfect lip with the samples of *Mary Kay*® Gel Semi-Shine Lipstick and *Mary Kay Unlimited*® Lip Gloss.

**2** First, let's apply the *Mary Kay*® Gel Semi-Shine Lipstick. It **delivers radiant color and luminous shine.**

Plus, it has advanced gel microsphere technology which provides rich, stay-true color.

**3** Once you've applied the lipstick, go over it with a coat of *Mary Kay Unlimited*® Lip Gloss. Featuring patent-pending high shine and high moisturization technology, this lip gloss contains ingredients designed to condition lips. It **immediately moisturizes and leaves lips looking healthy.**

**4** You can wear this lip gloss alone for a continuous layer of color and pure, elegant shine or pair it with lipstick or lip liner, as we're doing today, for added dimension.



**TIP:** As your customer is applying her blush, you can share with her that Mary Kay offers a portfolio of face powders and cheek-sculpting products as well.

- Mary Kay® Translucent Loose Powder is great for any skin tone.
- Mary Kay® Sheer Mineral Pressed Powder can be applied lightly or pressed into skin for more coverage and is also portable when carried in the Mary Kay Perfect Palette®.
- Mary Kay Chromafusion® Highlighter and Mary Kay Chromafusion® Contour provide an all-over glow for a lit-from-within warmth.

**1** You all look fabulous! Don't you feel gorgeous already? Now it is time to finish with a flourish!

**2** Mary Kay Chromafusion® Blush offers a **fusion of pure color and light-reflecting pigments** for natural-looking radiance.

Plus, it has a lifeproof formula that lasts through work, workouts, weather and more.

**3** Take the Mary Kay Chromafusion® Blush and the cotton ball I sent in your packet. Lightly swipe the cotton ball across the blush. Remember, it's easier to add more than it is to take it away.

**4** When applying blush, the **goal is to achieve an even finish**, not a concentrated area of color that can look severe.

**5** Start blush application on the apples of the cheeks (the fullest part of the cheeks when you smile), extend along the cheekbones, up toward the hairline and blend for a fresh, beautiful touch of color that makes it look like you were born this way!





**1** In addition to the amazing products you tried today, Mary Kay offers many products that are customized for your specific needs.

**2** If you can tell what time it is just by the look of your makeup, then **Mary Kay® Makeup Finishing Spray by Skindinävia** is for you. It helps set your look and gives your makeup the staying power to last up to 16 hours!

**3** One of my very favorites and one you'll soon grow to love is the **Mary Kay® Oil-Free Eye Makeup Remover**. This can't-live-without product easily removes even waterproof eye makeup without rubbing or tugging. It's a *Mary Kay®* best-seller\* and sure to become a staple in your daily routine.

**4** The **Mary Kay® Essential Brush Collection** and the **Mary Kay Perfect Palette®** will help complete the new glamorous look you purchase today.

During our one-on-one consultation, I'll be happy to discuss any of your skin care and body care needs.

\*The best-seller logo/designation refers to top-selling products within the *Mary Kay®* product line.



**1** *If you sent a copy of the Second Appointment Place Mat (closing set sheet):*

Great! Everyone take a look at the Color for Life set sheet I sent in your packet. As you look over these sets, circle the ones you would like to buy if money were no object.

*If you have not sent a copy of the Second Appointment Place Mat (closing set sheet):*

Great! Everyone take a look at the Color for Life set sheet on your screen. Which ones would you like to buy if money were no object?

**2** When we speak individually, I'll tell you more about how you could earn some of those products for free!

**3** I'm going to give you a minute to look over all the great sets shown here, and please feel free to ask me any questions you may have.



**1** If you would like to have more fun trying on color looks, the free *Mary Kay MirrorMe™* App can help you **virtually create makeup looks you love** on your desktop or mobile device.

**2** You can easily create makeup looks, finding your most fabulous face from the comfort of your couch or on the go by swiping through **countless color combinations** on your face, eyes and lips.

**3** Check out this great video with **Mary Kay Global Beauty Ambassador Luis Casco!**

**4** Doesn't that look like fun? You can try on as many looks as you like until you find your perfect match. You can download it today from the Apple App Store or Google Play.

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## **MARY KAY® PRODUCT PROMISE**

We never compromise when it comes to the quality and safety of our products. We make product decisions based on scientific fact, not opinion. We push the boundaries of innovation to consistently surprise and delight you. We always put you first.

**1** Now, let's take that after picture!

The next time you apply your makeup, you can use your after picture as reference.

**2** Thank you all for making this a fantastic virtual party!

**3** Repeat any special promotions you would like to offer.

**4** Repeat the *Mary Kay®* Product Promise.

**5** Success is in the follow-up!

Remind guests you will follow up with them individually to answer questions about *Mary Kay®* products or the Mary Kay opportunity and to finalize their product orders.

Remain online for a short time to answer questions.

# Individual Consultation – Close the Sale

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## SUGGESTION

The following is only a suggestion. Feel free to make this work for you and your Mary Kay business, or ask your Independent Sales Director for suggestions.

Promote the hostess program and its rewards while booking follow-up appointments. Remember to remind her that she can also earn *Mary Kay*® products by hosting a future skin care party with you.

“Text me after the party if you would like to host your own.”

**1** Once you’ve ended the color party, begin the individual closes by phone, text or email as soon as possible.

**2** To make the purchase decision easier for your customer and more manageable for you, use the back of the Second Appointment Place Mat.

**3** As you close the sale, you can ask questions like these:

- How do you want to personalize your palette?
- I would be happy to treat your friends to a Mary Kay experience like you had today. Can you think of a few friends who would like a free makeover from me, compliments of you?
- You can modify the products included in the bundles based on your customer’s preferences. Remember to update the price if you do swap out products.



## Individual Consultation – Close the Sale

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**1** Did you have a good time (today/tonight)?

How does your makeup look?

**2** Do you have any questions for me as your personal Mary Kay Independent Beauty Consultant?

**3** So tell me, what did you like best about the color products you tried?

**4** Let's talk about your favorite products. If money were no object, what would you buy today?

(Allow the customer to answer.)

Great!

**5** Is there anything else you'd like to add?

(Keep adding until she stops. Then total up the sale and add tax.)

How would you like to take care of this? Check, cash, Visa, MasterCard, Discover or American Express?

(Complete transaction before moving on.)

(If guest has shown enthusiasm during the party or if hostess gave you her name as a potential team member, read #6.)

**6** You seem like you enjoyed yourself (today/tonight). I would love to give you some information on the Mary Kay opportunity. And if it isn't for you, I would still love to have you as my customer.

**TIP** for when your customer would like to discuss the Mary Kay opportunity at a later time: When's your first free half-hour, tomorrow or the next day?

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