

Dash Out the Door Skin Care Class

Presented by: Leigh Ann Bender

A recording of this class is available 24 hours per day by calling (641) 297-4117

Pre-Profiling

- Always Pre-Profile your guests once you have your names from your hostess.
 - Have your customer profiles in hand and call each guest and go down the profile.
 - “This is Amber and I’m the consultant that will be helping Leigh Ann with her “girl’s night out on Friday”. We are going to have a great time and I’ will be giving away a lot of free stuff, but I wanted to ask you a few questions quickly so that I will have everything ready that night.”
 - You will then go down the profile quickly and fill it out as you go. That is one less thing she will have to do when she comes for her pampering.

Starter Kit

- Be sure to pack everything on the attached Skin Care Class Supply List
- Arrive in a neat, organized manner. Don’t be the “bag lady!” They won’t want your job if you seem flustered. Be sure to look and act professional when first entering the home.

Before the Class

- Arrive at your consultant’s home 30 minutes prior and please be organized. Come in the door empty handed so that you don’t look like a tornado passing through with all your bags. Greet her and decide where you will be setting everything up.
- Remember to have a separate place set aside to do your “closing” after the class. This will be away from the refreshments and you will want to place your look books here and your calculator as well as your date book and money bag.
- Set all your mirrors and trays up and include a Beauty Book and headband at each setting. You will also have the profile card at each table as well. These are your “place cards” and are already filled out for each guest.
- You will also want to place a sponge and cotton ball on each tray for your guests.
- You will then do Satin Hands on your hostess and explain to her how to do this in case things get busy later and she can assist you with that. It also shows her how easy our jobs are.
- While you are doing the Satin Hands with her, you can begin with the 4 point recruiting plan.
 - “Leigh Ann, is there anyone coming today that might be good at what I do?”
 - “Well, you never know, it might be something you would be great at. You are so sharp and have beautiful skin. A little extra spending money never hurt anyone, right?”
- As each guest arrives, greet them and match their foundation. You will then show them their seat and place their products in their trays for them.

-Let each guest try the Satin Hands and then they can go and rinse their hands. If you would like to let them try the microdermabrasion on the back of their hand before the class begins. Tell them you will explain all the benefits of the microdermabrasion a little later in the class.

Dash Out the Door Class

- Welcome everyone and thank them for coming. Recognize your hostess.
 - * Shower her with thanks and praise
 - * Make her feel special because without her there would be no class
 - * If you treat her like gold it will make others want to host as well.

- Explain that this is the first of two appointments
 - * This class will focus on skin care to help them get their skin in shape
 - * They will book a follow up with you where they get a customized glamour look

- Ask everyone to fill out the Customer Profile Card
 - * Make sure they fill it out entirely
 - * Tell them you will use it to add you to Preferred Customer Program to receive catalogues and samples
 - * Explain that the husband phone number is for you to call on holidays to help him gift shop

- Pick up Beauty Book
 - * Just like in school you have books in class, this is a skin care class so this is our learning book
 - * open to page 2 and have someone read
 - * Quickly go over highlights such as Golden Rule, company philosophy, Mary Kay's story, etc.

- Timewise Miracle Set
 - * #1 best selling brand for over 11 years
 - * All products in the line are anti-aging
 - * Good news is that if you don't have wrinkles you can prevent them from happening
 - * Bad news is that you can't get rid of wrinkles you have but you can make them less noticeable
 - * 5 steps to every skin care program: cleanse, exfoliate, freshen, moisturize, protect

- 3-in-1 Cleanser
 - * scoop up with ring & middle fingers and rub in with upward outward motions
 - * called 3-in-1 cleanser because it does 3 of the 5 steps for you
 - * Use this every morning and night to cleanse face of dirt, oil, and makeup
 - * Beads are gentle exfoliators
 - * freshen pores. A lot of skin care lines have a toner or astringent. MK eliminated this step by including that in the cleanser
 - * Creamy with pink beads = normal to dry skin
 - * Gel with blue beads = combination to oily

- Eye Firming Cream
 - * Amazing eye cream product
 - * minimizes fine lines and wrinkles
 - * Lightens dark circles
 - * pay close attention to corners where crows feet will develop
 - * can cheat and put it on forehead to prevent brow lines and corners of mouth to prevent laugh lines
 - * Eye creams are specially formulated to go under eyes
 - * Eye area is only area where you don't have glands so the product has no place to go
 - * If you put something under your eye that isn't an eye product it lays on top of your eye and slowly

works its way off your face during the day and can leave your eyes red and puffy

- Day/Night Solution - Dynamic Duo – Facelift in a Jar

- * scoop up with ring and middle fingers and rub in with upward outward motions
- * be sure to avoid under eye area
- * Day Solution to be worn in morning
- * Has SPF to protect from UVA/UVB rays
- * Vitamins and nutrients to help tighten and tone face during the day
- * Night solution to be worn at night
- * Nutribeads burst open when pumped and they release a fresh set of vitamins and nutrients that work overnight while you sleep to leave your skin tightened, toned, and refreshed

- Moisturizer

- * scoop up with ring and middle fingers and rub in with upward outward motions
- * be sure to avoid under eye area
- * Everyone has excuse why they don't need it
- * People with dry skin think "It will make me break out"
- * If you are breaking out your skin is lacking moisture
- * People with oily skin think they will get more oily
- * If your skin is oily it is overproducing so you need to get the right balance of moisture into it
- * The trick is to use a moisturizer that is specially formulated for oily or dry skin

- Foundation

- * People think that foundation is part of your color regimen; however, it is part of your skin care
- * You work so hard to keep your skin healthy but you need a barrier to protect your pores
- * Foundation puts a layer on your pores to protect them
- * Even if you don't like foundation, try ours. Most people find it very light and it feels great.
- * If you do not wear foundation all of the cigarette smoke, air pollutants, etc. that you come in contact with during the day will seep into your pores
- * Buildable – can put more than one layer on and it won't crack or cake
- * Nontransferable – will not rub off on your shirt
- * Set foundation with powder – apply with downward strokes

- Recap

- * Cleanse, exfoliate, freshen, moisturize, protect
- * Never mix product lines
- * Stick with it for 6-8 weeks
- * If you have tiny breakouts around weeks 2 or 3 keep with it
- * Refer to Beauty Book percentages and photos

- Dash Out the Door Look

- * Eyesicles – so easy to do, a little goes a long way, dab on eyes, can mix colors
- * Mascara – smart wiper technology, wiggle from side to side as you apply to make lashes thicker, go straight out to lengthen, never share eye products, replace mascara every 3 months
- * Bronzer – use instead of cheek color, two finger lengths between nose and color, apply along cheek bone, talk about brush set while they are applying
- * lip gloss
- * Turn to person next to you and give her a compliment!

- Travel Roll up Bag Close

- * Romance the actual bag, great for travel, don't forget things at home because you just roll it up, bags

tear off, hangs on back of door so products aren't all over bathroom, clear bags allow you to see what is in there so you don't lose products in deep pockets

* Queen bag for \$299 with a booking

* Princess bag for \$199

- Take each guest aside for individual consultation, no obligation to purchase anything, just glad you came, have full-store should you choose to purchase anything, accept Visa, MC, Discover, husband doesn't have to know plan

- Come back for quick survey and free product raffle

Marketing Plan

- Give every person a Marketing Plan Sheet and Beauty Agreement

- Go over Marketing Plan. Be sure to stick to the facts. If you aren't sure about something, just leave it out.

- Scale of 1-10 question

- Raffle

Dash Out the Door Skin Care Class Supply List

Section 1 Items

- Satin Hands Set
- Miracle Set
- Foundations
- Dual Coverage Powder
- Mascara
- Eyesicles - Pink Frost, Vanilla, or Island Bronze*
- Bronzing Powder*
- Lip Gloss Sample*
- Retractable Powder Brush or MK Brush Set*

Section 2 Items

- Facial Cloth*
- Profile Card
- Beauty Book (Not a Look Book)
- Sales Tickets
- Face Case
- Styrofoam Tray
- Mascara Wands

Items to Buy - Go to the \$1 Store

- Hair Bands/Clip*
- Sponge Applicators*
- Pens*
- Cotton Balls*

* These items are NOT part of the starter kit

Please call your recruiter if you need an item.

Extra Emollient Night cream	Cleanser
Buffing cream	Eye cream
Cleansing gel	Day Solution
Hand cream	Moisturizer
	Foundation
	Lip Mask

Mascara Wand
Lip Gloss Sample

Cleanser	Eye cream	Day Solution	Moisturizer	Foundation
Ex. Emollient Night cream	Buffing cream	Cleansing gel	Hand Lotion	Lip Mask