

“Suggested” Beach Party Program Outline

1. As guests are coming in, have “Beach” music on! Welcome and introduce yourself as their “Vacation Guide” because they are now at the beach so sit back and relax. “Do you hear the surf, smell the salty air, feel the sand and sun, see the seagulls? We are having a Beach Party Beauty Bash and at this beach, treasures are washed on shore and you have the opportunity to take some home!!” “First, let’s thank your hostess!!!” Can we “clap” her to the front.” Thank her, make her feel so special and present the hostess gift to her. (or let her be the first to pick among the door prizes).
2. Give each guest their clipboard (or you can use a pocket folder). Explain how the Hostess (with their help) will be receiving FREE product based on their purchases and them booking their own Beach Party. Have everyone quickly introduce themselves.....(& their favorite beach) Give each a “clap”.
3. Give each Guest a **LOOK AND BOOK** envelope. “Now let me tell you about our pass game. We are going to play the **LOOK And BOOK** pass game. There is a different Mary Kay product in each envelope, and every time I say the word “**Beach**” in any form you are to pass the envelope to the person on your right. When you get an envelope with a product inside that you want, you will immediately shout out “**Beach Party Booked**” and then that product will be given to you at your party. Then you will put your name and a tentative date for the booking on that envelope and hand it to me which means that **LOOK and BOOK** envelope with that particular product in it is no longer in the game so the quicker you **LOOK and BOOK** the better.” (You would love to book every guest, and just might.) “Let’s practice”! “This is going to be a Sun - sational **Beach** Party Beauty Bash”!!! (pass the envelope.)
4. “Life’s a **Beach** when you get FREE!! (pass the envelope) Who said they like FREE! Wonderful! In addition to the **LOOK and BOOK** booking gift, Beauty Profile Drawing, there will also be a Guest Survey Drawing (tell them they get a chance to fill that out later) & several Ticket Drawings starting now with our ON TIME ticket drawing. Everyone has to be here to win...”so you don’t want to leave early”!! Are we ready “It’s **Beach** Party Time”!! (everyone passes the envelope).
5. Ask everyone to clip the “Treasure” Sets sheet on top now!! “WOW—look at the treasures on the “**Beach**” (pass the envelope) Are you excited!!! These treasures just happen to be “MK” PRODUCT Treasures!!! I don’t know about you, but when I find treasures, I want to take them home!”
6. “I can’t wait to tell you about each of the Product Treasure sets!! As we talk about each, you can circle the sets or the products within the sets that you want to take home. Notice on the side box the special “Beach” Party offers available at this event”. . (Review the specials- Ask, “any questions”- read on down in the box.)
7. This is a squirt, feel, smell, and pass event! You want to “sizzle” (describe the benefits of the product excitedly) the sets and products in the sets. You can do this by bringing up different guests to “demo” some products on.....and on other products, you can squirt some of it on the white styrofoam tray for them to use their finger and take off the tray and try. With other products, someone in the audience can just read the description from their Look catalog. Having them turn to the different pages in the Look, and bringing some up to demo on and squirting some of the products on the tray is all very PROACTIVE and keeps everyone awake!

Part 1: I suggest you sizzle the first 5 sets then break for the 6th set demo—Peach Smoothie Satin Hands Treatment with everyone washing their hands that have been “demo’d”on. Set 7 can be set up in the kitchen and “experienced” after their Satin Hands. Get everyone back to their chairs with the Profile drawing. Don’t forget to say the “**Beach**” word OFTEN to get the **LOOK and BOOK envelope** to pass a lot. (You want lots of bookings!!)

Part 2: Sizzle the remaining sets, while sharing some summer beauty tips.

8. The Close:

“ Has everyone had a “Beachie” good time?? (Pass the remaining **LOOK and BOOK envelopes**). Great! While you are deciding which **PRODUCT TREASURES** you would like to take home, I am going to take 5 minutes to tell you about what I believe to be the best treasure of all, the Mary Kay Career Opportunity!!! Would you place the 5 Minute FFFacts sheet up on your clip board and follow along please.” Now is your chance ...every question about the MK Career opportunity earns you 2 tickets!!! While some of you are thinking, please find the **GUEST SURVEY** on your clip board and you can be filling this out and asking questions also!” I turn these into my Director and can win a prize. Remember it has to be completely filled out to be a drawing prize winner!”

“Now let’s have some more ticket drawings. Let’s take a few minutes and give you more chances to get your name in the drawing more times. Remember, 1 ticket for product questions– 2 tickets for Company questions. 3 tickets for a **LOOK and BOOK** envelope appointment booked tonight. The more tickets the more chances to win.” (Answer questions and give out tickets.) Thank the Hostess again! Give her lots of “claps.” Review that she is working toward a certain Sales goal and with their purchases and bookings, she will reach it!!

“I would like to help everyone here to take home as many MK “Treasures” as they want and I can do this in many ways. I can take Cash, Check, Master, Visa or Discover or a little check, or Charge, “Husbands Non-Aware Plan,” and my favorite is for you to get what you can today and then get more treasures by being a Beach Party Beauty Bash hostess yourself!”

“Please take out your Sales Ticket, fill in your name... address... Date (what is it today)... hostess name (how to spell) and the number or name of the sets you want– AND remember that # gives you the discount.”

“Now, who has to leave early? Why don’t you join me over here where my things are.” Sit down with each guest and ask her 3 “Yes” questions looking her right in the eye and nodding your head up and down, and smiling.

1. Did you have a good time?
2. Did you learn some summer beauty tips?
3. Do your hands still feel soft from the Peach Smoothie?

Then say “Great, now how many sets would you like to take home today?” Finish her order and ask which method of payment. Next, with your date book in hand, find the time for her Beach Party. Lastly, “Would being a Mary Kay consultant ever be something you would consider?”