



# The Why!

## Beach Party Beauty Bash!



A Beach Party Beauty Bash is a collection preview. You do not do facials, but can book On the Face appointments from them. A Beach Party Beauty Bash lasts approximately 1 1/2 hours and the targeted audience is 8-12 or more. . . and can be a very successful booking tool that can lead to greater sales, bookings, and new team members.

Here's why:

1. It's something NEW and EXCITING!! It's the "Summer Sizzling" event!! Great for summer when prospective Hostesses might have more objections to a Dash Out the Door makeover event.
2. More specific summer beauty tips can be taught....and a lot more MK products .....SIZZLED.....thus more sales potential.
3. Easier to book. No one has to take off their make up. Hostesses can feel comfortable inviting women who are using other cosmetics.
4. It's casual, easier, quicker, and with more women invited, you have more potential for more sales, future bookings AND more Team Members!
5. The Special Hostess Gift is the incentive given to the Hostess for having at least 10 or more guests. . .in addition to her earned FREE product.
6. If your prospective hostess does not know 10 or more women, then you can encourage her to invite 4 - 5 she does know and encourage her guests to bring a friend (the hostess doesn't know) and receive a \$10 off Gift Card to be used at the show.
7. You can host your own Beach Party Beauty Bash for all your clients and friends and then book new appointments from this. Invite your recruits to come and observe, plus they can help you take and fill the orders as it can get very hectic at the end doing it all by yourself.
8. You can join together with your team members or other sister consultants to do a Beach Party Beauty Bash.
9. Having full size products to display, pass, and use as Demos is definitely the best way. Having an inventory of products featured in the "Product Treasure Sets" would give higher sales and be easier than taking the order, placing the order, waiting and packaging and then delivering the order.