

Sr Cadillac Director, Julie Potts

From: "Sr Cadillac Director, Julie Potts" <pott4875@bellsouth.net>
Sent: Thursday, September 09, 2004 9:00 AM
Subject: Questions for products...

Sharon Hale and I were having a discussion on how to make our classes more personalized. That often we feel like our presentation is similar to the Teacher in the Charlie Brown cartoons.....blah blah blah blah. David Cooper teaches us to ask a positive response question on every page of the Beauty Book. In brainstorming, Sharon and I came up with the idea to ask a series of questions before offering a product to try. So I decided to type up those questions for each item in the roll-up. If they can't answer yes to one then give them the one line pitch for that product then put it up. Why demo something they don't think they need? But look at these questions...I think they appeal to everyone.

(ok, I just typed up most of theses and realized that MK already has these for us on the profile card. We just have to use the tool that MK has provided us. To begin the class ask the questions on the profile card outloud and ask them to answer them....like what is the one thing you'd like to change about your skin?.....get her emotionally involved with getting the answer.....make her accountable to her friends. Then really all you have to do is ask the questions already on the profile to see how they answered it! This is great.....thank you Mary Kay for always being right on with our literature.....OK, BUT WE DESPERATELY NEED A HOSTESS PROGRAM BROCHURE!!!)

Time Wise Cleanser...

Would you love a simple cleanser that softens and firms your skin?
 Are you interested in trying a time-saving Cleanser that reduces wrinkles?

Time Wise Moisturizer...

Wouldn't you love a moisturizer that softens your skin without adding oil? One that absorbs quickly yet hydrates for up to 10 hours?
 Maintenance is a key to great skin with a healthy glow. There's a difference between oil and water...think of a sundried tomato...in oil it stays shriveled up but in a water it plumps up.

Day/Night Solutions...

Are you interested in repairing the aging process OR maybe you'd like to keep your skin looking this way in 10-20 years...prevention is as important as the repair?

TW Eye Cream

Do you ever get tired and tight eyes? Want to soften the lines around the eyes where our age first starts to show? Or maybe you want to keep the skin hydrated to slow down the aging process? TW Eye Cream is the glass of water for your eyes.

Visibly Fit Body Lotion

Wouldn't you love a strong moisturizer for your body without a greasy after feel? Need one that diminishes the appearance of spider veins and cellulite? This is the Miracle Set for your Body!

Pg 9...anyone have young boys or girls that have acne troubles? Can be for women who are young at heart too. Velocity Cleansing system, Acne Treatment, Blemish Control Toner are highly effective acne products.

What about oily shine after lunch? Oil Mattifier and Bty Blotters can really do the job. I like to give out samples of blotters to try if they say yes to a shine.

Pg 11...today you are trying our Medium Coverage Foundation but we do have 4 others that you can try at your next appointment when we personalize your look and skincare.

Who prefers Maximum coverage with high moisturizers? Cream

Who likes a Full coverage with a dewy glow? Full

Who likes more of a matte finish? That's what you are trying today.

Who likes to make it simple with foundation and powder in one step..in a compact with sponge included? Cream-to-powder

Who is into more of a sheer natural look? Powder

Be sure they are writing in their book which one fits them! I also still like the concealer and powder to be added during makeover...or just give to the hostess so they can see the benefits....these are great upsell items to add to roll-up sale or to get as FREE as a hostess. Even if she buys the bag there is still so much more she can get FREE as a hostess.

Page 12-13 Using pocket 3 with Gel/Cream and OF Eye Makeup Remover in it and covering these other customized products...be sure they circle

or check the ones that they say yes to even if you aren't demoing them today!

Intense Cream or Hydrating Gel...

Do you ever feel like your skin needs a lift to give it a healthy glow? Or what about a refreshing gel that softens your skin....that little extra kick?

Satin Lips (from pocket 4)...

Do you get dry, chapped lips? Do you use a chapstick all the time? For those special occasions would you like really kissable lips?

OF Eye Makeup Remover...

Need a gentle eye makeup remover so you don't pull or tug on your eyes? Do you wear waterproof eye products? Do you wear contacts...so you need one that's safe for you?

Calming Influence...

Ever gotten a mosquito or fire ant bite? Burned on a stove or curling iron? What about sensitive skin? With a blend of botanicals like aloe and chamomile this soothes discomforts immediately!! Everyone needs a bottle in their medicine cabinet.

Indulge Eye Mask...

Ever wake up with puffy eyes from crying or not enough sleep? Want an instant gratification ...tighten lines around your eyes quickly? What about mid day...do your eyes get tired and tight? This nap in a jar is filled with botanicals like cucumber, aloe, green tea.

Classic Basic...

Who has tried the Classic MK Skin Care and prefer the step-by-step program? Who enjoys a good mask every once a while --just to hop in the tub and pamper yourself? 95% of my Clients love the Time Wise but a few still enjoy the personalized daily program of our Classic Basic.

Lip Outliner...

Do you have trouble keeping your lipstick on? *Use the outliner as a sealer over your lipliner before the gloss or lipstick.* Do you have trouble with your lipstick bleeding into fine lines around your mouth?

Eye Primer...

Do you like your eye shadow lasting all day? Do you have trouble with your eye color creasing? Would you like the eye colors to hold their color longer and be more vibrant?

Color 101...these are a list of questions you can use with glamour products...

Have you ever tried an eye color that you just rub and rub and it never seems to get color on the wand? Haven't you always wanted a personal makeover to find a great everyday look or maybe you have been wanting to learn a Glam Girl look for special occasions? What about brushes....do you know how to use them to apply all your makeup for a flawless finish that takes less time? How many of you have a drawer full of bad lipstick colors? Are you interested in a long lasting look that you put on in the morning and actually lasts until bedtime? Wouldn't you love a Lip or Eye liner or even an Eyebrow liner that is waterproof and you never have to sharpen? Healthy Shiny Glowing Glamour is in-style...would you like to update your look? Can you get excited about trying a mascara that thickens and lengthens your lashes without clumping? Have you always wondered wear the best placement of blush is for you? Would you like to make your eyes your most noticed feature? Are you in a makeup rut and dying to get out it?

Use these questions to help your clients stay more involved in the presentation and so that it truly feels personalized for them. Talk about the products using terms that assume that they will take it home tonight. Like, "Tonight when you use the cleanser be sure to get your throat and closer to hairline...you can opt for a Bar too?"

Have fun....and book 5 classes today to practice your new question scripts.....do you know that if you sold 2 rollups at each class that those 5 classes could be over \$3000 in sales and \$1500 in profits!!!! Could you use some extra money right now with school supplies, tuitions, new fall wardrobes....or maybe some cash to fix the hurricane damages? And don't forget Christmas is coming!! Just 3 months away!!!

Julie Potts
Senior Cadillac Director

CLASSES AND CALLS IS ALL WE CAN THINK ABOUT!!!

What will your STAR week be this week?
24/7 Career Info Hotline...212-990-6478
New Consultant Hotline...212-990-MKAY
Weekly Training Hotline...212-990-6550
www.unitnet.com/mkpotts for training

Be joyful ALWAYS; pray CONTINUOUSLY; give thanks
in ALL circumstances... I Thess 5:16-18