

# Grand Opening Outline

## **Items Needed:**

Build Your Own Bag Set Sheet (one for each guest)  
All Products listed on the “Build Your Own Bag Set” sheet  
Private Body Care Set (preferably with one of each of the other lotions or samples to smell)  
Fragrances (Belara, Elige, Journey, Velocity, Domain, Tribute, Velocity)  
3 Door Prizes (PCP gift, or handcream, nail polish, around \$3.50 cost)  
Beauty Book for Each Guest  
Ink Pen for each guest  
Sales Ticket for each guest  
Customer Profile for each guest  
Career Opportunity Sheet for each guest  
Tickets  
Guest Door Prize Cards (scale of 1-10 at the bottom)  
Postcard for each guest addressed to the new consultant  
Damp cotton squares to use to wipe off cleanser and microderm products  
Starter Kit on display  
Career Information Bag (cellophane, sample, CD, Questionnaire, card) for each guest  
Hostess Packets made up (one for each guest)  
Datebook highlighted for the next three weeks with dates and times she would like to hold appointments  
Money bag with change, calculator and sign that says “Check Out”

## **Goal:**

To Get your new consultants Perfect Start Booked (8 classes booked and 5 to be held within 2 weeks) so she can complete her 15 faces in 15 days and perfect her skin care class presentation.  
To Sell enough product for your new consultant to place her next order  
To Pass out enough Career CD's that your new consultant has 5 practice interviews and gets her first team member.  
To teach your consultant about the products and sell her friends on her services

**Have Everyone Get a Plate of Food and Drink and then sit down while you start!**

## **Opening & Thank Everyone for Coming**

- What you are here to do for the new consultant:
- Why you know she will make a great consultant (have them write her a card)
- Explain not under obligation, but specials for buying that day \$100 interest free shopping spree
- Playing for prizes!

## **Product Presentation**

- Start off with cake recipe and have them apply cleanser to back of right hand (wipe off)
- Apply microdermabrasion to same hand and explain (wipe off)
- Apply refresh step to same hand
- Apply Day Solution to same hand
- Apply Moisturizer to same hand
- Apply Contrasting Foundation to both hands and then compare (if white Bronze, if black ivory)

Have them follow along with you on the “Build Your Own Bag” sheet and explain and show how those 3 sets come and the cost.

- Explain all other sets as you pick them up and show them while you talk.
- On Glamour set—have guest pull out customer profile sheets and if they will agree to be on of the new consultants first 30 models fill out name and number only and turn in for Door Prize! Do not go any further until you collect profiles and draw for a prize! Really sell them on kinds of classes she can do! Hand profiles to (new consultant) for her to book them for appointments at the end.

Continue to show and explain the other sets on the sheet and tell them the last set that you want to share with them is not on the “Build Your Own Bag” sheet but it’s about “Building Your Own Life” have them take out the Career Opportunity Sheet.

Share with you just a couple of facts about this business that maybe you didn’t know and then I would like to play a game for next door prizes. Ask me any question about the career opportunity and how it works and you get a ticket for the door prize. The more you ask the luckier you get.

- Did you know that MK was based on the Golden Rule and the philosophies of God 1st, Family 2nd, Career 3rd?
- MK has more women earning over \$100,000 a year than any other company in the U.S.
- MK has more free cars on the road, 2nd only to the U.S. government
- MK has no quotas—just order \$200 at one time, once a year to remain a consultant
- MK is the only direct selling company that has full paid retirement for National Sales Directors?
- How many of you wear makeup, have a cell phone, computer, etc. and get to deduct it from your taxes?
- How many of you would find 2 extra hours a week, if you could have a \$11,000 year raise?

Show the starter kit (has \$306 in full size product in there) cost is \$100 and then you have 2 ways of running your business—taking up catalog orders and selling a little bit here and there, or privilege of stocking the product, with no risk, so that you can provide on spot service (like new recruit tonight) and pay yourself when you’re done. And if you decide not to do this at any time you can return any product you have purchased within the previous year for 90 cents on every dollar you spent for it.

It’s question time! Ask me any question about the career opportunity and you’ll get a ticket for the door prize!

Goal is for (new consultant) to share this career with 5 women she would feel comfortable with as practice and training, if you would be open minded enough to take this CD, listen while you are out and about in your car tomorrow or the next day—we’ll give you a free lipstick or gloss just for getting together with her and I to give your feedback about what you heard AND 5 more tickets for the door prize! (hold them out and see who takes them)

Door prize from tickets!

Everyone fill out Guest Door Prize Card— Do Door Prize!

Tell everyone that it is time for them to “Check Out” you will be checking them out with their product needs while (new consultant) books everyone on the datebook from the profiles you gave her. You schedule interview times for the ones that took CD’s.

## Guest Drawing Card

Guest Of: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Home Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Best Time To Reach You \_\_\_\_\_

Age: 18-25 26-39 40-55 56+

Married \_\_\_ Single \_\_\_ # of Children \_\_\_

Occupation \_\_\_\_\_

What did you enjoy most about tonight?

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### After hearing the facts about the Mary Kay Career,

On a scale of 1 - 10 what is your level of interest  
in this career? (1 meaning no interest,  
10 meaning I'd like to try it)

1 2 3 4 5 6 7 8 9 10

*Thank You For Attending Tonight*

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