

## *Business Debut Script*

*In advance: Have your new recruit get her date book all lined up. Have her fill in all of her non-MK commitments, and have an idea when she would like to hold appointments. One idea is to have her highlight the times in her date book that she'd like to hold MK appointment, and then she can just fill in the slots.*

*Things to have at the debut:*

- Product to display*
- Washcloths*
- Prizes(3-4 small gifts wrapped)*
- Satin Hands product & paper towels*
- Miracle Set normal to dry formula, Microdermabrasion, 2 foundation med. Coverage ivory and bronze*
- Copies of "Did you know" sheet*
- Tickets for drawings & a basket or cup to draw them out of*
- Can have ribbon around Starter Kit for ribbon cutting ceremony*

*New consultant:*

- Look Books and sales tickets( new consultant will use these out of her kit)*
- Consultants need to bring datebook, calculator*

*Agenda/script:*

*"Welcome! We want to thank all of you for coming. Are you ready to have a great time?"*

*"I'm \_\_\_\_ and I would like to share with you how I got started in my MK business." (Share 1-2 minute heart-felt "I" story)*

*- Tell how you met the new consultant and why you think she will be great. Have her share why she joined MK, and what she's most excited about. I usually give a rose and tell the story of what the rose means.*

*Stem: support of sister team members/recruiter/director*

*Green: Money you will make*

*Leaves: Personal growth you receive in MK*

*Pink: Pink caddy you will one day drive*

*Smell: (spray with Journey cologne) Sweet smell of success, Mary*

*Kay is a journey not a destination*

*-Have guests introduce themselves, ask them one reason why they think your new recruit will be successful in her new business as a MK Beauty Consultant.*

*-Thank guests for coming. Do an “on time drawing” for a prize*

*“How many of you know that MK is #1 in Skin Care & Color Cosmetics in the US for 14 years? Well, we are also in the Top 10 companies to work for in America, and we are #1 in customer brand loyalty. We also have more women who have become millionaires in MK than any company in the US.”*

*-Explaining a little about each product, but tell them they will learn more details when they schedule an appointment. Romance the products! Tell why you love them. Explain that they can order products tonight.*

*Miracle Set/Ultimate Miracle set:*

*-Turn to page in beauty book that talks about Miracle Set.*

*3 in 1 cleaners have consultant squirt on guess hand (use only 1 hand)*

*Then they will wash off with wash clothe*

*Day/Night Solution have consultant squirt on hands after*

*Cleanser is washed off (part of hand for each)*

*Age Fighting Moisturizer have consultant squirt on the one hand*

*-Ask how their hand feels? Can they already tell a difference?*

*-Microdermabrasion*

*Refine: explain (have consultant squirt on elbow) remove with cloth*

*Replenish: explain (have consultant squirt on elbow following refine)*

*-Miracle Set is maintenance program/the “brush your teeth set”*

*-Microdermabrasion is to be used 2-3 times a week to work at a deeper level.*

*-Ultimate Miracle Set*

*Timewise Eye Cream: explain*

*-While their hand is drying, have the guests use Satin lips, both the lip mask and then the lip balm*

*-Foundation: try on both hands to compare the difference of skin care( use ivory foundation on bronze skin tone, and bronze on ivory to beige skin tone)*

*-Ask differences can you see?*

*-Satin hands*

*Hand Softener: creep into the cracks to moisturize*

*Peach smoothie scrub: exfoliate and cleases at the same times, gets rid of dead skin*

*WASH HANDS*

*Hand Cream*

*-Show and tell about any other products that you want to.*

*“Now, since you guys all came tonight, I know you are \_\_\_\_ ‘s support system. You wouldn’t have come unless you wanted to support her. So, I am going to show you what’s in store for her so you can support her as she goes thru these steps in MK.”*

*“I like to have fun, so we are going to play a game while I am telling you about it. I am going to say a letter and then you are going to dig in your purse to find something that starts with that letter and when you are the first person to hold it up and holler it out, you will get 2 tickets and then next person to find something will get 1 ticket”.*

*M: Money, unlimited income*

*R: Recognition, prizes, job well done, pat on the back*

*S:Self Growth, self image, self esteem*

*C: Cars, 3 different levels, cash option, 85% of the insurance paid*

*A: Advancement opportunities, Advantages of tax shelter and no territories or quotas*

*B: Be your own Boss, flexible hours, work more or less depending on your needs*

*have consultant pass out “Did you know forms”.*

*- Mark A if you would love to start your MK career today, Mark B if you would like a bribe like coffee or chocolate to find out more about this company, Mark C if you would like to remain a loyal customer.”*

*-Collect did you know sheets and have a drawing for a prize.*

*“Did you guys have fun tonight? Great! How many learned something? How many want \_\_\_ to be successful? Great! Well, what \_\_\_ needs is some practice. She just needs to borrow some faces and learn how to show our products. Here are 3 ways to help \_\_\_\_ be successful. 1. Being a loyal customer 2. Help her meet new people 3 Learn how to share the opportunity through practice interviews.*

*So, I am going to giveaway this beautiful wrapped gift to 1 ticket winner and here is how you get tickets:*

*1: for every \$10 purchased today (pass out sales tickets and tell what form of payment she can take)*

*3: for scheduling a facial with some friends*

*5: for doing a practice interview with her and I so she can learn how to share the company info*

*Can serve refreshments while:*

*Recruiter/director helps add up sales tickets and collects money.*

*New consultant gets dates down for classe/parties (do it now, don't have her call them tomorrow to set up the appt. or they will never hold.)*

*Recruiter/director finds those (3-6) that will do a practice interview for her and finds a date when the new consultant and the recruiter/director can do the interview together, get it on all datebooks that night.*

*Then pass out tickets they earned.*

*Have new consultant pass out hostess packets if they have them ready*

*Draw from sales tickets for prize.*

*Draw ticket for gift basket*

*Thank everyone for coming*