

Business Debut

Your Debut is a great time to introduce your family & friends to your new business. Your Director or Recruiter will do a great job selling them on your new adventure. After the event they will be EXCITED about the products and about helping you with your goals. You will learn a lot about presenting and sharing with people. **Our main focus** is to assist you in booking your **Perfect & Power Start** and **earning your Pearls** which are your first BIG GOALS! We will **NOT** be doing makeovers. This will be a Show N Tell. This event is just the beginning of a very exciting journey! You never know, your first recruit might even come from your Debut!

PLANNING YOUR DEBUT

- ___ **Book your Debut** with your Sales Director or Recruiter. As long as your first order is \$600ws or more, your Director will conduct the event. Weekends are great, but sometimes week nights work good too! ___ **Choose a location.** Your home is best, but church halls, community centers, or a restaurant party room will work if you don't have space available.
- ___ **Make a list** of 50 or more people to invite. The more the better. Invite 50 & 10-15 will show up. "People disappoint you. Numbers never lie."
- ___ **Get the word out about your Debut.**



___ **Create a FACEBOOK Event**-if you do FB. Be sure to invite your Director and/or Recruiter and let us know who you'd LOVE to have as your first Team Members and we'll personally message them and tell them how excited we are to meet them!

What to post: "I'm SUPER excited about my new adventure and want YOU, my closest friends & family to be a part of it. This is SERIOUSLY the best product I've ever used and I can't wait to let you try it! We'll be pampering your hands, and learning about how to streamline your "getting ready" process! And of course you know I'll have some delicious food too!"

If you have set up your website, add this: Please go to my website www.marykay.com/_____ and register! Click MY MK at the top of the page, click REGISTER NOW, fill out your contact info completely, then complete your profile. I will have a special gift for you when you do! This will give you some product recommendations based on your personal needs! Excited to see you there!

___ **Mail or text invitations** to those not on FACEBOOK. You can print them off on our unit website melissamays.com. See New Consultants, blue box Business Debut.

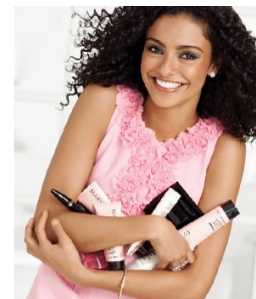
___ **Call or text the guests** two to three days before the event. See next page for your script! Let them know you really need them there for support. If for some reason they can't make it, go ahead and schedule them for a facial to help achieve your Perfect Start Challenge. (15 faces in 15 days) Remember: if they say they "might" come or will "try" to be there, you can bet that they won't.

- ___ **Delegate the tasks** of making simple refreshments and housecleaning, if you're having your Debut in your home. You want to focus your energy on contacting people and booking your Perfect Start.

- ___ **Create a tabletop display** of Mary Kay products, especially the Roll-up Bag filled with Time Wise Miracle Set, Satin Hands, and Skin Supplements like Firming Eye Cream, Oil Free Eye Makeup Remover, etc. Remember, the EYE BUYS! Make it snazzy!

- ___ **Gather your supplies:**

- ___ **Satin Hands Set** to be used at the sink as guests come in.
- ___ **Datebook & pencil** (be sure datebook has ALL your family & biz activities in there and your available time slots marked)
- ___ **Customer Profile Cards**
- ___ **Ink pens**
- ___ **Calculator & money bag with change** (most people pay with card & check so \$30 should be good)
- ___ **Vision Board** (pictures of your dreams)
- ___ **Star Tracking Sheet** melissamays.com, 15-30 circles for your Power Start Challenge)
- ___ **Door prize** (empty Compacts are GREAT!)
- ___ **Roll of double tickets** (can be found at Wal-Mart in the business aisle).
- ___ **10 Hostess Packets:** Look Book, Hostess Flier, Hostess Contest Flier, 5 sales tickets or Outside Order Form, Recruiting Lit (company flier, Melissa's Dream Big Hotline Card)



MAKING YOUR CALLS

You're probably going to reach about 60-70% answering machines... so I want you to really practice what you're going to say before you get on the phone. I know you'll do a great job. Now the conversation you want to have with people is obviously to confirm that they received your invitation, and "YES" they will be coming to your Debut. But if they say "maybe", you have to assume that it is a "no". Then you can go ahead and explain the Perfect/Power Start to her, and set a date for her facial. You may also suggest inviting some other people that she knows that would want to join her, and help you with the 30 faces. Time management is so important for every business... so if she is unable to join you at your Debut...make the best of your TIME and schedule her during this call!



Your Business Debut...*Continued...*



Calling Scripts: (I promise this works!!!)

LIVE CALL: Hey _____ this is _____. How are you? Great! Hey...I'm really excited about something. Do you have a quick minute? Great! I've just started my own MARY KAY business and my debut is on ___ at _____. I'm a little nervous but very excited! I know you are really busy, but if you could spare an hour or so and come by my business debut it would mean the world to me! My Director is actually going to be conducting the program. I think you'll find her very motivational and FUN and I really want her to meet you! Then of course I'm having great food and you know we're all about good food. I really want you at my Debut because I think you'll love it and it's a lot of fun. PLEASE tell me you'll be there! (pause for response)

If can't come or "try/maybe": one of my first goals in Mary Kay is called a Perfect Start, and that means I'm going to be practicing on 15 people's faces in the first 15 days and I need to borrow your face. So if you'll allow me to do that, it would really help me a lot and as a THANK YOU, I'll have a Goody Bag for you. Also if you could get some friends or family together I could do everyone at the same time and that would help me reach my goal even quicker. Of course I'll have \$40 in FREE product for YOU!

TEXT: Hey ___ this is _____. I just left you a message about my Mary Kay Debut. I'm a little nervous but a LOT excited and it would mean the WORLD to me if you can come! It's on ___ at _____. Please tell me you'll be there!

DEBUT AGENDA

- As guests arrive, let them try Satin Hands.
- Have guests fill out a Customer Profile Card.
- We will welcome everyone and thank them for coming.
- We will ask guests to introduce themselves, how long they have known you and what their relationship is to you.
- Tell your I-story. (See MK University on www.marykayintouch.com for how to write your I-story)
- We'll use the Roll-up Bag to show the product line in addition to some other extras.
- Guests will earn tickets for coming, bringing friends, asking questions, making a purchase and booking facials appts.
- We will share your Perfect Start/Power Start goal. You can show them your Star Tracking Sheet (melissamays.com, RESOURCES) and Vision Board/Dream Book (poster or album with pictures of your dreams).
- FABULOUS TICKET GAME. They get 1 ticket if they agree to let you borrow their face for your goal. They'll write down referrals and earn 1 ticket for every 5 names. 1 ticket per each person that responds to the text we'll have them send to their list. We'll put their names on your Star Tracking Sheet.
- Close with a heartfelt thank-you.
- Hand out Beauty Menus, and show the product collections. (I will bring you 6 of them to use. Let me know if you think we'll need more. They are available to purchase, full color, 2-sided and laminated for \$2ea)
- We will meet with each guest to book them and take orders if they want to make a purchase.
- Ask to see the person that needs to leave first to get their opinion of our presentation, help with product selections, and schedule their facial. (**YOUR MAIN FOCUS IS TO BOOK APPTS!** Have your date book filled with what you have going on. Highlight in green the times you are "available" to book their appt. You never want to show them an empty date book and ask "when do you want to get together?")
- Serve refreshments. (Delegate this task to a friend or family member.)
- Give away door prizes. (one for the person who wrote down the most names, one drawn from the tickets-could do multiples on this depending on how many people present-usually 1 prize per 5 people. Purse size hand-creams or Oil Free Eye Makeup Remover Minis are great.)



AFTER THE DEBUT

- ____ Send thank-you cards to everyone who attended whether they bought something or not.
- ____ Follow-up with everyone. This would be a great time to coach them for their appointments or to schedule an appt for a facial or book a class if they haven't already.



DEBUT AGENDA

- **Satin Hands & Customer Profile Cards**
- **Welcome & agenda review**
- **Introductions** (about them, how they know you, why they believe NEW Consultant will be a SUCCESS)
- **New Consultant I-story.** (See MK University on www.marykayintouch.com for how to write your I-story)
- **Perfect Start/Power Start goal.** (show Vision Board/Dream Book -poster or album with pictures of her dreams).
- **Director/Recruiter I-story**-share how they met
- **TICKETS** (for coming, bringing friends, asking questions, making a purchase and booking facials appts)
- **PRODUCT PREVIEW** (Roll-up Bag & Flip Chart-optional Brush Set, Skinvigorate Brush for Perfect Party Promo)
- **PRODUCT SET & DEALS** (Beauty Menu)
- **TICKET GAME & PRIZES**
 - 1 ticket if they agree to let you borrow their face
 - 1 ticket per each person that responds to the text we'll have them send to their list.
 - 1 ticket for making a purchase
 - 1 ticket for helping with your PEARLS & PURSES (\$1000 Giveaway + 50% bonus)
 - ***BONUS PRIZE** goes to person who writes down most names
- **CLOSE** with a heartfelt thank-you.
- **ONE ON ONE CONSULTATIONS**
- **REFRESHMENTS**
- **DOOR PRIZES**

TEXT TO SEND TO REFERRALS:

I'm at a Mary Kay product preview right now trying to WIN a prize. If I have the most people text me back in the next 10 minutes, I WIN!!! I just need to know if you'd be ALL IN for a GIRLS NIGHT with me? I'll let you know the date/time and details soon. HELP!!!