

## **Agenda for Power Parties**

**(Before you begin, consultants should be ready with profile cards and matching foundation)**

Details/Supplies you will need for the Simplified Party format:

2 Placemats (Powerhouse Skin Care and Captivating Color)

Glamour brushes – our new hostess promotion – designed to help you book more parties, add retail credit to your sales, Star Program, etc., and make your hostesses super happy with a great gift

Custom compacts – empty but wrapped

## **BEGINNING/INTRO:**

Thank you all for coming today. This is a powerful gathering, because every single one of you was hand selected to be here today. We are looking for THREE things during this class time today. And every one of you will fit into one of these three categories. So watch me tonight and when we are done with the class...you can let me know which of the 3 places you fall into.

1st thing we are looking for are CUSTOMERS. Raise you hand, “How many of you use...mascara, eyeliner, lip liner, lipstick? Moisturizer, Cleansing products, mask, foundations...” Keep listing things until every single woman's hand is up in that room.

“All that we are asking is that you try our products today. IF YOU LIKE THEM, we would love for you to become a customer of \_\_\_\_\_. Because \_\_\_\_\_ can not build a successful client base without you.

Then you will hop right in – “So welcome to your powerhouse skin care appointment, where I will teach you in a group everything that I know about skin care....etc etc....Now let’s talk about booking your Captivating Color appointment...I can’t wait to get together with you for that...where we will get to dive into our colors, learn all about the latest techniques in color application, and where you get to earn great stuff from me.

INSERT HERE – YOU WILL RECEIVE YOUR CUSTOM COMPACT TODAY FOR FREE FOR BOOKING YOUR APPOINTMENT – OFFER THAT OUT AND FIND OUT WHO IS BOOKING. MAKE SURE THEY ARE WRAPPED AND CUTE, AND ONCE ONE GRABS ONE THE OTHERS WILL GRAB THEM TOO.

I AM EXCITED FOR YOU TO HAVE THIS BECAUSE YOU WILL GET TO FILL IT FOR ½ PRICE AT YOUR APPOINTMENT!

2nd thing we are looking for today are BOOKINGS. This is the life line of our business. The highest compliment that you can pay \_\_\_\_\_ today is to book a skin care class. THEN TALK ABOUT THE BRUSHES – SELL THE SIZZLE ON HAVING GLAMOUR BRUSHES, HOW GREAT OURS ARE, ETC....IF YOU CHOOSE TO HAVE THREE FRIENDS JOIN YOU, YOU WILL RECEIVE YOUR GLAMOUR BRUSHES FOR FREE! HYPE HYPE HERE.....

Get bookings before you really get started.

3rd..BUSINESS ASSOCIATES. \_\_\_\_\_ has made the decision to promote herself. In order to do that, she will need to build her personal team of consultants. Not just any one...but from a group like this who were especially hand picked. We are looking for women who need more, want more and are willing to change their life. Mary Kay personally taught us that at every skin care class there is someone who has been praying for a better way of life. You've either been surfing on-line for a 2nd way to make income or have reached a point in your life where you are asking...is this all there is? Or you are desiring to add more financial security to your future or more fun to your life. Soooo I invite you to watch me today and see if this is something that you would be interested in doing. If you are willing to make a positive change in your life, we are willing to teach you everything we know to make that happen.

**2) Captivating Color Appointment (pass product around that will be passed every time you talk about this appt during class)**

**3) CONSULTANT seeking to move up – SPOTLIGHT HER and have her share 1-2 reasons why she wants to be in leadership**

**4) WHAT YOU CAN EXPECT:**

1st. thing that we are going to be doing this evening is our Miracle Set. It is the foundation of this awesome company. It is absolutely phenomenal. You are going to get to try it tonight and it will only take about 10 minutes. Afterward you will have the opportunity to ask me any thing that you would like to know and the consultant's have raffle tickets. We have lots of individual products wrapped in this basket for you to win.

2nd part is that I am going to share the marketing plan with you. It is my joy and my assignment from God to share this incredible information about this amazing company. I share what I do for a living because somebody came here today who needs more, wants more and is willing to make some changes in her life.

At the end of that marketing plan you can ask me anything that you would like to know about our business

3rd...At the end of the evening I will share with you the best news...how much does it cost.

And for those who absolutely can not stand it...for those of you who need more, want more and are willing to change your life for the better...I will be inviting you to stay for just 10 more minutes. I would like for you to be thinking about how much money you would like to be making...either per week or per month.

## 5) TICKETS – Handed out for any QUESTIONS asked during class

### MIDDLE/BODY:

#### 1) PRODUCT DEMOS:

##### **SHOW THE ROLL UP BAG – romance it and sell the sizzle**

~At the Powerhouse skin care appt:

~Demo on the FACE – timewise skin care set (includes foundation), timewise firming eye cream on one eye, satin lips (always do the referrals game here)

Demo on the throat – day and night solution

Demo on one hand – microdermabrasion

Demo on upper arm -- Cellu-Shape

\*\* during this appointment, there is no formal color application instruction; that is reserved for the captivating color appt. However, you may set out color cards in the middle of the table that they can play with while you are doing individual guest closing. (have no worries – they are fine doing color on their own, and if they want good instruction, they will book their second appt! big time saver in this first appt – plus more focus on skin care!)

#### 2) DIRECTOR'S I-STORY - or consultant's if your director is not present (can add your marketing game here – like the purse game, Mrs. Cab, etc.) Then TAKE QUESTIONS for more tickets.

##### PURSE GAME

M—money

Skin Care Classes, Facials, ON-line, On the go, On paper

P—philosophies

Golden Rule and God, Family Career

R—rewards & recognition

Seen recognition, diamond rings and cars

F—fun, freedom, & flexibility

You are your own boss

### END/CLOSING:

**1) CLOSING WITH ROLL UP BAG(s)** –We are going to offer ONE ROLL UP BAG OPTION at the first appointment – the Powerhouse skin care bag, retailing at \$236, hers for \$199 that day. At the second appt, she has another bag option, which you will see on the placemat.

So at the end of the appointment, you have done the “table close” with the roll up bag, you have done the purse game (go with the old letter game or the transforming lives rendition – whichever you are stronger at), throw out the color cards for them to play with....

YOU ARE NOW FOCUSING ON INDIVIDUAL CLOSING. Take your “sparkler” first, and focus on your key closing questions (already provided on our website). Remember, closing is a SKILL that is developed through practice over and over.....you CLOSE EVERY PERSON THE SAME WAY.....NEVER STRAYING FROM THE CLOSING SCRIPT..THIS IS HOW YOU BECOME 100% EFFECTIVE AT CLOSING APPOINTMENTS!!! PUT YOUR CLOSING QUESTIONS ON AN INDEX CARD AND PRACTICE THAT IN FRONT OF THE MIRROR – THAT IS WHAT I DID TO MASTER THAT SKILL!