

A GREAT GRAND OPENING CHECKLIST

Your Grand Opening is the best way for me to support you as you begin your business! I am here to support you in every way and will match my time with your efforts.

___ **Schedule your Grand Opening within your 1st 2-3 weeks of your business.** Goal is to have your inventory in stock before your Grand Opening so we can fill orders on the spot.

___ **Invite everyone on your Contact List.** (You can expect 10-15 to attend if you invite 50 with proper follow-up).

___ **Send out a minimum of 50 Grand Opening Invitations or MK Online E-vites (send one to your Director).** Go to www.victoryarea.com and click on "New Consultants" to find Grand Opening Invitations and other important information about your Grand Opening. *Sending postcards alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them 24-48 hours before your event. This is very important & will greatly improve the attendance of your Grand Opening! Your attendance will be in direct proportion to the number of guests that you **PERSONALLY SPEAK WITH** 72-48 hours prior to the event. Remind everyone that they can bring a friend!*

___ **If a friend or family member cannot come to your Grand Opening, share your goal (30 faces in 30 days) and ask if you can borrow her face or invite her to the next unit event.** Book appointments with guests who cannot attend your Grand Opening. Having 5 appointments on your books before your Grand Opening will put you in "rock star" position to hit 30 faces!

___ **Send your Director an email with your confirmed RSVP list.** Once you have called to confirm your guests, send me the complete "Yes" and "Maybe" list with names 24-48 hours prior to the event so I can help with confirmations. This is one of the most important things you can do to make your Grand Opening a success!

CHECKLIST FOR THE DAY OF THE GRAND OPENING:

___ **Provide simple refreshments.** The guests will eat after the presentation. (cookies or brownies are perfect)

___ **Mark your date book** with everything you have going on in your life. Highlight the times and dates that you have dedicated to your Mary Kay business. Put a star beside your Super Shine weeks. *Your main goal after the Grand Opening Presentation is to take your date book around & talk individually with each guest to book appointments! Your goal is to book 10 appointments to complete your Super Shine activity of 30 faces & 10 fun facts. Your Director will help fill orders, book interviews & talk with the guests about the career opportunity while you do this.*

___ **Have the following supplies available:**

- ___ Pens and profile cards on hand for each guest to complete as they arrive
- ___ Satin Hands Set for guests to try as they arrive
- ___ A money bag, sales tickets and a calculator
- ___ Look Books stamped with contact information
- ___ Filled travel roll-up bags and inventory ready to sell

___ **Set up product displays & hang roll-up bags around the room for guests to look at.** Have all your product displayed - this lets your guests see that you are serious about servicing their needs and that you have product they can take right home.

___ **Have 10 Hostess packets prepared** to give out to your 1st 10 hostesses. Packets should include:

___ Look Book, business card, 3 MK receipts (for outside orders & Hostess Brochure from Mary Kay).

***Please understand that due to demands on your Director's schedule, if you have fewer than 5 confirmed guests she may not be able to attend. Work diligently to have a strong number of guest coming!

WHAT YOU CAN EXPECT DURING THE GRAND OPENING PRESENTATION:

- Your Director will explain the purpose of the event: We are launching YOUR business & the PRODUCT you are selling! Your 1st goal will be shared (30 faces in 30 days; 10 practice interviews) with your guests. Your guests will know that you will be asking them to help you by having an appointment to try the products.
- All the guests will introduce themselves.
- Mary Kay will be introduced as the #1 Brand of Skin Care & Color Cosmetics in the Nation! All the guests will sample the Miracle Set on the back of the hand. No one will receive a facial or makeover that day.
- Your Director will share her "I" story and her favorite things about the MK organization.
- Our goal is to book 1st 30 faces.
- At the close, guests will have an opportunity to make a purchase, schedule an appointment & set up an interview while we mingle and have refreshments.
- Do not pass out Look Books/Hostess Packets until AFTER the presentation - too distracting to pass out before.
- **THERE SHOULD BE ABSOLUTELY NO CHILDREN AT THIS EVENT**, including your own. This is a girlfriends event and your guests should be able to relax and be pampered without any distractions. In my experience, we lose \$100 in sales for every child that is present, including babies. Women will not focus and spend as much money if there are distractions during the event. Please ask your friends to get a babysitter and enjoy the day to themselves.
- **WEAR A PROFESSIONAL SKIRT OR DRESS!** You are launching your new business, being in professional attire will help you establish credibility.

WHAT YOUR DIRECTOR WILL BRING TO YOUR GRAND OPENING:

- 5-10 Interview Packets—your Director will pass these out to your sharp guests at the end of the presentation. We will schedule your 1st 5-10 Practice Interviews that day.
- Tickets to pass out during the games & prizes and all the products that guests will try at your Grand Opening.

Who should you invite? Well, in addition to the "obvious" like your immediate family, in-laws, cousins, neighbors, friends, work associates, what about the person...

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| ...from your old job | ...who booked your last vacation | ...who is the wait staff at your favorite restaurant |
| ...from school or college | ...who sells baskets? Candles | ...who you met at your last business luncheon |
| ...you know from your favorite sport or hobby | ...who bought a house last on your street | ...who helped you at the last jewelry store |
| ...from your child's activity | ...who is your bank teller | ...who helped with your last decorating purchase |
| ...from your church | ...who is your florist | ...the last salesperson to give great service |
| ...from community activities | ...who was your nurse at the Dr's office/ hospital | ...who works the desk at the health club |
| ...from whom you rent | ...who was your maid of honor | ...who did I miss? You can probably think of even more! |
| ...to whom you sold a house | ...who is your cleaning lady | |
| ...that you met through your... | ...who you met in the grocery/bank line | |
| ...who checks you out at the Grocery store | ...who was the bride you saw in the newspaper | |
| ...who helps you at the cleaners | ...who is your child's teacher | |
| ...that you met on vacation | ...who is the secretary at your work/school | |
| ...who checked you in at your last hotel | ...who sells you your clothes | |
| ...who gives your child lessons | ...who sells you your shoes | |
| ...who cuts your hair | ...who sold you your glasses | |
| ...who fills your prescriptions | | |
| ...who leads the PTA | | |

What do I do after my Grand Opening?

- ___1. Add up your sales, the number of appointments you booked & the number of practice interviews you booked! Send an email, text or voicemail to Amie to let her know the results! Get in the habit of sharing all your good news with Amie so she can celebrate and encourage you.
- ___2. Record your sales on your Online Weekly Accomplishment Sheet on www.marykayintouch.com & fill out your first Super Shine Sheet. Super Shine stats are due Sunday by midnight at amiegamboian@cox.net.
- ___3. Deposit your sales into your MK checking account. Remember, if you are not "on profit (full store)" then part of your profit should go toward building your full store of inventory. Not everyone can come into MK with a full store, but everyone can build to a full store by running a financially clean business (do the 60/40 split).
- ___4. Quickly reorder any products you did not have on hand at your Grand Opening to fill orders expediently, or quickly place an order to replace the products that you sold.
- ___5. Follow up with Grand Opening guests within 24-48 hours (no later) with a quick phone call to thank them and to confirm their upcoming appointments. Also, call all your hostesses to get their guest lists!
- ___6. Send a friendly reminder email and/or text to every guest we booked a phone interview with!
- ___7. Write a quick thank you note to everyone who attended your Grand Opening. This are of Gratitude will help you establish customers for life.
- ___8. **Last, but VERY CRITICAL...**Call all of your guests who could not attend your Grand Opening! We are on a mission to see 30 faces and many of them will book with you. Say something like the following, but make it NATURAL TO YOU & KEEP IT LIGHT! (Don't take yourself too seriously!)

Say, "Susie Q, hey, this is Amie...do you have a second? We missed you at my Grand Opening...we had a great time...everything went great! I wanted to let you know about my first goal...to practice on 30 faces in 30 days! I get this really beautiful STAR ring once I have practiced on 30 faces. I would love to borrow your face and get your opinion of our products. So, is there any reason why we couldn't get together? What's best for you, this week or next week?"

****After you book a day and time with her say,**

"When you have at least 2 friends attend your appointment with you, you qualify for discounts! Is there any reason why you wouldn't want to have a few friends attend your appointment with you?"

****If you get voicemail say that you have a really important question to ask & leave it at that. Don't ramble on about your goal!**

- ___9. **Step 8 is EXTREMELY Important!** Don't miss out on sales & appointments by not calling your people! You could seriously pass up thousands of dollars in the long run! No Joke!