

Booking the Class

Contact your customers to ask who they know that may be involved with an organization or Church that may be looking to raise money right now. Suggest people with children in sports, or private school, or nursery schools, or ball teams, building funds etc.

She may be one of those people or she may know someone. Then ask “who in that organization is the one to most likely rally support for the cause”. Get their number and call them.

Say something like.”**May I speak to _____? _____, I understand that you are a friend of/business associate of/etc._____. (She’ll say, “YES???”) She shared with me that you are involved in _____(cause, fund raiser, etc.) is that correct?** I am _____ a Mary Kay Consultant in the community and I am looking for ways to have my Mary Kay Business Bless and give back to the community. My business is a Blessing to me and I would like it to be a blessing to the community as well. I had a conversation with _____ and she shared that you may be the person to talk with about how I may be able to help with your schools_____ or Church Building fund etc.

What we need is 8 to 10 women if possible that would be willing to work with me on this. All women use some type of product I have in my product line. It may only be Body Lotion or Hand cream, but they use something.

What I want to do is have each of these 8-10 women get small groups of women together so that I can share the products I have in the MK line and if they purchase them I

will donate 20% of the sales to your
_____ (cause)

I would like the contribution to be significant and that is why I am suggesting 8-10 women to start with who would be willing to work with me on making this happen.

If the people they introduce me to also want to help by getting their own group together I will continue working on this until I hit a dead end.

What do you think? Do you think the women would be willing to work with me to make a difference for the
_____?

Holding the Class

1. BE PASSIONATE about their cause!
2. When we open the class explaining that we have 3 Goals at this appointment and that is to A. Make a significant contribution to the _____ fund through my MK business with their help. B. Schedule future appointments to continue the amount I can donate and C. I am looking for people who would like to contribute to their family and to the community through the Mary Kay Business.
3. Say something like “Before I explain and have you experience the MK facial Skin Care Products I want to suggest that you begin thinking about products that you may already use at home that I may have in MK products that you may choose to purchase for yourself and family knowing that your purchase will help to contribute to _____ (the cause). A. think about body care. body moist, hand cream, exfoliating hand

- scrub, satin hands, satin lips, scented body lotion, fragrance, shave cream, lipstick, lip gloss, lip pencils, eye pencils, eye shadow, mascara, sunless tanning lotion, sun screen products. I think you get the idea!
4. Do a Skin Care Class and talk about all the other products in the Look Book.
 5. Close by adding up all the orders Before Tax and tell them how much will be donated and suggest that they continue to take up orders until all the appointments held for their organization have been held.
 6. Offer a special gift for the person who has the highest sales and orders collected.
 7. Give the Hostess a Hostess Gift.
 8. Suggest that if the attendees are not a member of this particular group but have another cause that you would be happy to discuss how you may be able to help her as well.
 9. BE PASSIONATE, HAVE FUN AND EXPECT TO BE A BLESSING!