

Classes Will Take You Where Facials Never Will

By Sherry Hanes

I have been in the inquiry recently as to why those consultants who hold classes seem to reach milestone goals faster but certainly not without effort while those consultants who hold an even of number of individual faces seem to put in more effort and as much or more time and not reach their anticipated goals.

I have recognized for many years that many times a facial will consume the same amount of time as a class. I also know that many times the sales per person at an individual facial are higher most assuredly due to the one on one attention. I know that the person holding a class will always get further faster than the person holding the facial even if the sales from both are exactly the same simply because there are a greater number of potential customers, future appointments, & potential team members to work with. But beyond those things why does the consultant holding only classes seem to glide to her goal and reach it the first time while the consultant holding only facials seem to work forever to just reach the next step?

Webster defines “dynamics” as “the various forces, physical, oral, economic, etc. operating in any field and the way such forces shift or change in relation to one another.” What came to my mind is the very same dynamics that create excitement, inspiration, and a connection that we experience at a Success Training Event, Career Conference, or Seminar that can’t be experienced individually! Therefore, it’s the dynamics of a group that creates the atmosphere and the environment for fun, learning, & excitement where people are inspired and where measurable results are being created as a result of being a part of this group!

Wikipedia describes: **Group dynamics** is the study of groups, and also a general term for group processes. Relevant to the fields of [psychology](#), [sociology](#), and [communication studies](#), a [group](#) is two or more individuals who are connected to each other by social relationships.^[1] Because they interact and influence each other, groups develop a number of dynamic processes that separate them from a random collection of individuals. These processes include norms, roles, relations, development, need to belong, social influence, and effects on behavior. The field of group dynamics is primarily concerned with small group behavior. In group dynamics, the phrase "group process" refers to the understanding of the behaviour of people in groups that are trying to solve a problem or make a decision. An individual with expertise in 'group process, such as a trained [facilitator](#), can assist a group in accomplishing its objective. Because people gather in groups for reasons other than task accomplishment, group process occurs in other types of groups such as personal growth groups (e.g. encounter groups, study groups, prayer groups). In such cases, an individual with expertise in group process can be helpful in the role of facilitator. The group leader (or facilitator) will usually have a strong influence on the group due to his or her role of shaping the group's outcomes. This influence will also be affected by the leader's sex, race, relative age, income, appearance, and personality, as well as organizational structures and many other factors.

Group dynamics form a basis for [group therapy](#), often with therapeutic approaches that are formed of groups such as [family therapy](#) and the [expressive therapies](#). [Politicians](#) and [sales](#) personnel may use their knowledge of the principles of group dynamics to aid their cause. Increasingly, group dynamics are of interest in light of online social interaction and [virtual communities](#) made possible by the internet.

That being said, people really do want to belong, fit in and be a part of a group where they are accepted and approved of. You, as the consultant, are the facilitator that is a stand for everyone getting out of the class what they want and you are the cause for women coming together which creates the fun, excitement, learning, inspiration and a sense of belonging for each person in the group.

Although, women can be still be quite resistant until they become emotionally engaged by something they want, why they want it and how that will make them feel. Their buy in comes with the feeling that gets created by your level of conviction, belief and confidence that you can help them get what they want.

We know that there are 4 main reasons why people will schedule with you:

1. To Have Fun
2. To Learn Something

3. To Get Products for Free
4. To Help You

How can you create an intriguing class offering that encompasses all of the above to get classes moving NOW?

Some Ideas:

- “____, would you be willing to get 3 or 4 of your girlfriends or family together this month for some fun & pampering, learn some great skin care and glamour tips, get some free products for yourself and help me reach my faces goal this month?” If yes, “Great! Would the first part of the week or last part of the week work best for you? ___day or ___day ___time or ___time?” If not, “I understand; what about next month as I have a faces goal that I work to meet each month?” or “Who do you know that likes to be pampered and enjoys being with her girlfriends?”
- Ask her to visit your Web Site and create a Wish List of what she would like for Free and pretend that she is making a purchase from you so you can be certain to have those items with you when you get together. Then bring all of those items to the Class in a basket for the middle of the table so everyone knows that is what ____ is working to get Free today.
- Ask her to have each person who will be joining her to go to your Web Site ASAP & choose an eye color of her choice and pretend that she is making a purchase which will email you her choice and to note that she will be doing a Pampering Makeover with you and I’ll have that color for her FREE when she arrives. NOTE: The guest will need to register on your Web Site and then she will already be added to your customer list so you can pre-profile her by phone or by Ecard at MK InTouch.
- Offer anyone who begins with at least the Basic Skin Care at their first appointment and shares her Follow-Up Create-A-Color Look Appointment with at least 3-4 friends who will provide her with true honest feedback on her new look any or all of the Color 101 at half price!
- At all Follow-Up Create-A-Color Look Appointments let the hostess use a Demo Brush Set and announce to everyone that she will receive her own set of brushes when at least two people share their Follow-Up Create-A-Color Look Appointment with at least 3-4 of their friends.

So What Counts are Classes or Facials that lead to Classes!

The Power of a Class:

- Classes are an emotional vacation for you as the consultant because your focus is on others at the classes and not on your own situations, challenges, worries, etc.
- Classes are an emotional vacation for each guest as they get pampered, they relax and forget about their worries, life situations, challenges, etc.
- Classes are a fun time with girlfriends...in our crazy world of technology we have lost the art of being social!
- Classes are a place to learn about taking care of the largest organ of the body---our skin!
- Classes are a safe place for teens, young adults and women to learn how to apply color cosmetics for your features and to learn about the colors that will allow you to put your best face forward!
- There is power in numbers...guests need unbiased feedback and affirmation from other women particularly if there is a change of colors or application techniques.
- There is power in numbers...new friends are made and relationships formed at classes.
- There is power in numbers...one enthusiastic person will sell others who may be uncertain! They will sell each other on the product and all you do is teach and instruct!
- There is power in numbers...more follow-up appointments will be scheduled and she will most likely want to invite some of her friends to be pampered and give her honest feedback and affirmation on her Create-A-Color Look!
- There is power in numbers...you will have more people to share this incredible opportunity with and more people to encourage the perfect candidates from the group to get more information!

The Magic of Classes

3 Skin Care Classes	vs.	3 Facial Per Week
Customers:		
3 classes x 3 people = 9 new customers/week		3 facials x 1 person = 3 new customers/week
9 customers = 36 new customers/month		3 customers = 12 new customers/week
36 customers = 432 new customers/year		12 customers = 144 new customers/year
Money:		
\$200 low average skin care class sales		\$75 average facial sales
3 classes x \$200 = \$600 sales/week		3 facials x \$75 = \$225 sales/week
\$600/week = \$2400/month = \$1200 profit/month		\$225/week = \$900/month = \$450 profit/month
\$14,400 sales profit/year		\$5,400 sales profit/year
Reorders:		
Average \$30 reorder every 3 months		Average \$30 reorder every 3 months
Every customer orders \$120 per year		Every customer orders \$120 per year
432 customers x \$120 = \$51,840 = \$25,920 reorder profit/year		144 customers x \$120 = \$17,280 = \$8,640 reorder profit/year
Recruits:		
432 new customers per year		144 new customers per year
Share opportunity with half = 216 interviews		Share opportunity with half = 72 interviews
Recruiting rate of 1:5 = 42 new recruits/year		Recruiting rate of 1:5 = 14 new recruits/year
The difference is ...		
432 new customers/year	vs.	144 new customers/year
\$14,400 sales profit/year	vs.	\$5,400 sales profit/year
\$25,920 reorder profit/year	vs.	\$8,640 reorder profit/year
42 new recruits/year	vs.	29 new recruits/year
By holding facials instead of classes, you are leaving over \$26,000 profit <i>plus</i> commissions on the table!!!		

