

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!

So How Do I Schedule Classes:

- It begins with one face and really encouraging her by sharing all the benefits for her and her friends to do a makeover together! Describe it as "An emotional vacation for her and her friends to have some fun girlfriend time getting pampered & learning about the latest skin care and color application techniques in a safe & relaxing environment!" And of course, let her know what is in it for her for sharing you with her friends! It's always a great idea to find out what she wants & then gift it to her or significantly discount it for her if she will get at least 3 of her friends together!
- If she has her first makeover alone, have her complete the "Create-A-Color Profile" during the first session so you can enter her information into the computer which will determine her colors and her application techniques based on her features! Give her a BIG incentive to have at least 2-3 friends, neighbors, relatives, co-workers, etc. to join her for her follow-up appointment to give her honest feedback and affirmation of the look created for her....it could be change and you don't want just the two of you sitting there! Help her think of who those 2-3 people could be! Let her know that you will pamper them with a basic look and then they can complete a Create-A-Color Profile and get their customized look at their follow-up appointment. Let her know that you can only do one Create-A-Color Makeover per session and this session would be for her!

Make certain that you are making new contacts daily/weekly!

Set a goal for yourself! Here are a few ideas!

- New contacts can be Warm Chatter or Life Chatter people you meet out and about but it does not have to be.
- Once you have built your Class schedule, you will be meeting most of your new contacts at your classes!
- New contacts can come from referrals from existing customers or others including men.
- New contacts may come from people who already know your name but are not your customers. When they know your name when you call, it is not like saying I just met you. There is already somewhat of a relationship formed if they at least know who you are, something about you or know your good reputation.
- Women love to be models and others will refer other people to be models for you and that is such a compliment to the person referred...she is certain to be flattered.
- Whether you get a positive or negative response always ask "Who do you know?"
- Ask women everywhere to complete a skin care profile for you so you can treat her to a one year subscription to the Look Book mailing which includes everything that is hot and new along with tips and 4 fabulous new glamour looks. Then send them out a current Look Book along with a Gift Certificate for \$10 off their first order if placed within the next 30 days (include a validation date). Then follow-up with her and point out products that would be great for her to sample or try based on her profile answers.
- When a customer places an order always ask: "How would you like your cosmetics—full price, half price or free? They can get it for Free by getting some girlfriends together to see what is hot and new & she would receive \$10 Free for every purchasing girlfriend! She can have it a half off if she will take a Look Book to work and sell 10 items or she can always pay full price and that is ok with you too. Takers of half price or free will lead you to new contacts.
- Ask someone to take some lipstick/lip gloss samplers w/ product surveys with her to work, church, groups she participates in and hand out a sample and survey to at least 10 people! When she gets 10 Surveys completed during the week, she may choose a free lipstick and you will also draw from the completed 10 Surveys and that person will also win a free lipstick of her choice! If you have 10 people, collect 10 surveys, you have 100 new contacts to follow-up with.