

Business Debut

It is necessary to do a Business Debut to launch your new Mary Kay business. Here is a checklist that can help ensure your debut is successful.

Before the Debut

Talk to your Independent Sales Director about your Business Debut.

Decide when you will hold your Business Debut.

Choose a location.

Make a list of at least 50 people to invite.

Mail the invitations (Director will email you the format).

Call the guests two to three days before the event using the dialogue from the

Career Essentials Conversation booklet available online.

Delegate the tasks of making simple refreshments and housecleaning if you are having your debut at your home.

Create a tabletop display of Mary Kay products.

Set aside one Satin Hands™ Pampering Set to be used as demonstration for the guests.

Gather your supplies: GO Book/GO Kit, sales tickets, datebook, customer profiles, product bags, Satin Hands™ set, pen, calculator, maney bag with change, hostess packets, Beauty Books , door prizes and The Look brochures.

At The Debut

Have music playing softly

Have a BUBBLY person (preferably a RED JACKET) greet everyone at the door.

As guests arrive, hand them the LOOK BOOK, THE BEAUTY BOOK, A SALES TICKET, A CUSTOMER PROFILEFORM AND A "ID YOU KNOW" FLIER.

(Director has this flier)

Ask guests to fill out a customer profile. Customer profiles will be used to hold a drawing dor a door prize at the end of the debut.

Welcome everyone and thank them for coming.

Ask guests ti introduce themselves, tell how long they have known you and what their relationship is to you.

Introduce your Director

Director says "Mary Kay teaches us to dream big, set goals and win diamonds and trips. Could we all get excited about that."

Director then asks: "who knows a fact about Mary Kay" Fist person gets a small prize.

Introduce DEBUTING CONSULTANT. Tell your I-story.

Ask Everyone why they think you will succed at owning your own business.

Do Consultant Oath: I, _____ , promise to uphold the MK Tradition and Image. I promise to conduct myself with dignity. I will be the essence of

dependability. I promise to offer a free facial to all that I meet. I promise to offer the Career

Opportunity to all that I come incontact with. I promise to keep God first, family second and career third while I am on my way to getting my million dollar paycheck.

DEBUTING CONSULTANT GOES TO HER SHOWCASE AND CUTS THE RIBBON AROUND HER SHOWCASE TO LOUD MUSIC AND DRUMROLL.

Thank everyone for coming.

Director says: "Mary Kay says that nothing happens and nothing takes place until somebody sells something. If you came out to ensure that _____'s business is successful, raise your hands. Keep them up, raise them high, very high."

First hand to go up gets a fantastic prize. (This will motivate others)

DEBUTING CONSULTANT takes her datebook and sheet with 30 faces and goes to everyone with their hands up.

Director says; "These people are allowing _____ to borrow their faces because as part of her management training program, she has to facial 30 people in 30 days.

This will only take exactly 1 hour of your time. If you share your facial with 3 of your friends, you get your choice of either \$30.00 of FREE MK products or 30% discount on everything you buy for the next 3 months.

Then Guests experience Sating Hands™ products.

Everyone has to say how their hands feel. Whoever says her hands feel **LIGHTER (MAGIC WORD)** gets a prize.

Close with a heartfelt thank-you.

Hold the drawing for door prizes from customer profiles that have been given to you.

Invite guests to look at the products, check out the **BEAUTY BOOK/ LOOK BOOK**, have refreshments.

Give hostess packet to each guests who books a class.

If you have a Mary Kay Web site, be sure your Web site address is included on all literature.

After the Debut

Send thank-you notes to everyone who attended and include your business card with your Web site address.

Follow up with everyone, whether or not they purchased something. This would be a great time to again invite each guest to schedule an appointment for a facial or book a skin care class if they haven't done so.