

Ladder of Success

Week 3

Coaching your Appointments

A booking worth booking is a booking worth coaching.

Coaching defined is basically just keeping the person reminded of your appointment and keeping the enthusiasm going so that they show up at the appointment.

Ideas for texts to send:

Hey _____!

This is Kathy, your Mary Kay girl. In case you are wondering, this is my business line. I am super excited about our pampering session. You are going to love the treatments, and your skin is going to look and feel amaaaaazing! I'm sending your facial spa kit out tomorrow. Be on the look out.

I have your pampering appointment scheduled for _____. You can count on me to be there, and I know I can count on you too.

To get the most out of your pampering experience, I need you to download the Mary Kay Skin Analyzer app on your phone. It's a FREE in depth computer analysis of your skin. Scan your face and send me a copy of your product prescription. Be sure to have your hair pulled back, no makeup on, and have good lighting. This analysis will help us focus on the products that are recommended for you. Looking forward to seeing you at my Virtual Business Debut Party on ____ at ____ am/pm! This analysis will help us focus on the products that are recommended for you.

Did I tell you? We are using Zoom for your guided facial. Are you familiar with the app? You can access it on your phone or on your computer. If you use your phone, just download the Zoom app and put in the join number _____. If you use a computer, then just go to Zoom.us and click "join meeting", then put in my join #.

Are you into color cosmetics? If you are, check out the Mary Kay Mirror Me app and play. I would love to see you in your favorite look. Can't wait until your pampering sesh

About 2 hours in advance of the party, text them this reminder: Today's the day. Pampering time! We will see you at _____ on Zoom join number _____. Do you have any last minute questions?

_____, at your guided facial, have your spa facial packet beside you, and be by the sink. You may want to pour yourself your favorite beverage to add to the luxuriousness of the experience. It will be a time to unwind with girlfriends. You deserve it! See you at _____!

Are you ready for your appointment? Talk with you in an hour!

The Mechanics of the Detox Facial

These appointments can be done independently

OR

you can invite people to attend the director's parties on Sundays at 6:00pm PST or Monday's at 4:30

Double and triple book appointments

Have on the table to show: (only if you are doing your party independently)

- Miracle Set 3-D
- Repair Set
- Charcoal Mask
- Satin Lips Set
- Moisture Renewing Gel Mask
- Sonic Skinvigorate Brush
- Satin Hands Set
- Hydrogel Eye Patches
- Have a Hydro Spa facial pack beside you to show them the samples they will be using
- Have a pen and sales receipts within reach

Wear something nice and have your makeup and hair done

Have good lighting

The Detox Spa Facial/Party Sequence

Begin by greeting everyone and explaining that they are about to experience a Detox Spa facial for FREE. They will experience a cleansing, pore purifying detoxification and 10 hour moisturization process, all in a span of 45 minutes. Tell them that you will be doing a drawing for a Charcoal or a Moisture Renewing Gel Mask, and that they will receive tickets along the way. Starting with just a ticket for just being here. Give a ticket to each person.

- Cleanse the face with either the Repair Set Foaming Cleanser or the Miracle Set 3D 4 in 1 Cleanser.

Power Statement for the TW Miracle Set 3-D:set: \$110 for the set

This powerful skin care regime Defends, Delivers and Delays. Let me explain: It Defends against the things in our environment that can cause premature aging, blemishes, and dryness. It Delivers results

like a more even skin tone, less wrinkles, softer, more supple skin and more. And it Delays the signs of aging: Things like wrinkles, dark spots, and sagging skin.

In a 12 week clinical study by dermatologists on panelists: 83% had a reduction in fine lines and wrinkles; A 23% improvement in skin's resilience; 100% had softer, more supple skin; And 46% had a visible improvement in more even skin tone. Who doesn't want results like these from their skin care system? I know I do! (If applicable, mention how the TW 3D helps with Rosacea)

Power Statement for the TW Repair Set: \$205 for the set

The TW Repair Set is our Cadillac skin care regime. Designed for women over 50 who have advanced signs of aging, but can be used by anyone who wants the very best skin care can offer. It's the ultimate in anti-aging skin care technology. Powered by the Volu-Firm® complex, TimeWise Repair® is a scientifically advanced regimen that targets the advanced signs of aging like never before. The regimen is clinically shown to deliver these age-defying results: 1) Reduces deep lines and wrinkles! 2) Lifts the skin (especially the lower part of the face) like a push up bra! 3) Makes the skin more firm--YES! 4) Improves skin elasticity (bouncebackability) 5) Evens out your skin tone, which can make you look even older than wrinkles do.

- Demonstrate and talk about the Sonic Skinvigorate Brush.

Power statement for the Skinvigorate Brush: \$75

The Sonic Brush removes bacteria and will clear clogged pores which help you in avoiding breakouts. Using the brush also helps your skin's circulation. And who wants good circulation? We ALL do, right? And get this . . . It cleanses your face 4 times as well as just using a washcloth! I don't know about you, but if I can get a brush with a lifetime guarantee for only \$75 that cleanses my face 4 times as well, I'm investing in it!

- Apply the Charcoal and Moisture Renewing Gel Mask. Ask them to apply the Charcoal Mask to areas on their face where they get oily and have blocked pores, and the Moisture Renewing Gel Mask to the other areas of the face that need more nourishing moisture.

Power statement for the Charcoal Mask: \$24

Our charcoal mask is a triple action mask which acts like a magnet to deep clean pores. The activated charcoal is known to absorb double its weight in impurities. It's like a dirt, toxin, oil magnet. You are going to love the results you see -- even after just one use! This is a great product to use on a twice a week basis if you suffer from oily skin or skin with large pores.

Power statement for the Moisture Renewing Gel Mask: \$22

The Moisture Renewing Gel Mask is an amazing mask that has 10 renewing benefits : You will have Smoother Softer and Firmer skin. It also nourishes, calms and purifies the skin. And if that's not enough, it reduces pore size and instantly hydrates the skin. Doesn't it feel wonderfully hydrating? You can use it twice a week if you need more moisture.

During the 20 minute Charcoal Mask/Moisture Renewing Gel Mask wait time:

1. Play a referral game to get the names and numbers of referrals.
The referral game goes like this:

The beauty of friendship is more important now than it has ever been because of how the world has changed recently. This is an opportunity for you to remind the girlfriends in your life just how special they are. Just imagine how excited they will be to be invited to a Hydro Spa facial treatment! These types of facials can run upwards of \$300 if they are done in a spa. But it costs you and your friends absolutely nothing, and when you share the contact info of 5 of those friends you will receive a gift from me. Get out your phones and share with me the contact information of 5 friends that would enjoy a luxury hydro spa facial. You have 3 minutes. Ready, set, go!

Give them 5 tickets when they text you the contact information for 5 friends.

Tell them that if they would like to join their friends together in their Hydro Facial they can, and they will receive \$10 of free product from you for each guest they invite that attends. Ask them to text you P for Party or A for Alone. Give them 5 tickets for a party and 1 ticket for alone.

2. Tell your I Story (Why you started Mary Kay and what you love most about it). Also, invite them to listen to more details about the MK opportunity. Mention that they will be entered into a drawing for \$100 of free product this month. Ask them if they would like to get an entry into the \$100 product drawing. Tell them to text you Yes or No. Give them a ticket for a Yes.
3. Show and romance the Satin Hands and the Hydrogel Eye Patches. They are part of the Specials sheet.
 - After they remove their masks with warm water, have them apply the night cream and the eye cream if using the Miracle 3-D Set, or the lifting serum, night cream and eye cream if using the Repair Set.
 - Refer to the Detox Facial Special sheet so they can review it and make their purchase. It's on www.kathyoliveira.com. It's a good idea to text them the Detox Special sheet. If it's a group, then ask them to text you either a Q for Queen Special or P for Princess Special. Give them 5 tickets for the drawing if they want the Queen Special, and 2 tickets if they want the Princess Special.
 - Book the times of the private consultations while you are still on Zoom with them, allowing about 10 minutes for each consultation. If you are doing a one on one appointment, then do the consultation after the facial while on Zoom--no need for a private appointment.

Week 3 Challenges:

- Observe a detox facial this week with a guest (Sunday at 6:00 or Monday at 4:30).
- Pretend to coach your Practice Partner once a day to encourage her to attend a pretend party.

- Put the product in the detox facial listing in a basket, tub or box so you are ready to do a facial at a moment's notice.
- Practice the referral game with your Practice Partner on Zoom.
- Use your Olive Excellence and your Route 66 to Excellence sheet to track your progress over the week
 - Target for sales weekly should be: \$500
 - Target for faces weekly should be: 8
 - Target for shares weekly should be: 3