

The Hostess:

When booking your initial Trunk Shows you may use the booking script below. Be sure to communicate to your hostesses that this is not the traditional Skin Care Class, no one will take off their makeup, she can invite as many as possible because you want to have 10-12 ladies present, and refreshments are recommended to be served when guests are arriving, meeting, and mingling, and we do call this a party.

Booking Script for Christmas Trunk Show:

Hi _____. This is _____ with MK calling! Do you have a quick minute?

I am so excited because I _____ (put in your goal, your newest achievement, etc)! So because Christmas is right around the corner, I want to hold 10 Christmas Trunk Shows in the month of November!

What I need is for 10 women to invite some girlfriends over to browse the Christmas gift ideas and get a hand pampering treatment! All you would have to do is open up your home and put out some yummy cookies and cider or whatever you like and I will do the rest!

As a thank you for being my hostess, I am offering DOUBLE Hostess Credit in the month of November only! Which means that besides the Shot at earning \$100, you can also get \$75 in Mary Kay products for only \$35 for setting a date!!!

(smile as you say this)

Is there any reason why you couldn't allow me to pamper you and some girlfriends and help you get ready for Christmas?
(WAIT FOR HER TO ANSWER!!)

Great! Ok, what date works best for you before Thanksgiving? (Or you can give her 2 dates as her options)

I will call you tomorrow and get the names and telephone numbers of your guests. I need to call them so I can get their profile cards filled out ahead of time and see what kinds of Christmas gifts they still need!

The Presentation:

1. Ask the hostess and guests to move to the showing area and pass forward the profile cards if they haven't already done so.
2. Thank the hostess for inviting you into her home and helping you meet new customers.
3. Explain to the hostess and guests how the hostess will be getting hostess credit. (This serves several purposes, it acknowledges the hostess; it is a purchasing and booking invitation so that the guests know how they will be helping the hostess by making a commitment to buy and book tonight; it serves as future hostess coaching)
4. Play the Name Game. Pass out slips of paper and pencils to each guest; tell her to write her name on one side of the paper. Look at your watch to time, and say, "Whoever gives me the most names and numbers of people that you think might enjoy a complimentary FREE Mary Kay facial will receive a special gift. READY....SET.....GO!!" (You have to do this fast so they do not hesitate before writing, time one minute, have count up, reward prize. Be sure to take up the slips of paper, these are referrals that you can use to book future facials using the mutual friends approach).

5. Pass out Look Books and a sales Ticket to each guest.
6. Do Miracle Set on their hands (Hand Facial)
7. Take the lid off your trunk, pull out each set individually and ROMANCE each set. (It is important to keep the lid on the products until you begin your presentation.) You can write power statements, selling features and benefits on an index card for each product in the set. Tape to the set and then as you remove each set from the trunk, remove the note card to read statement. Great Set examples are on the Beauty Book inserts. They can be found on Section 2-Sales Aids: Supplies/Packaging.

Closing the Show and the Sale:

When guests return from the bathroom, give them Satin hands cream and ask them to complete their sales ticket with tonight's purchases, and then turn it into you. Remind guests that the hostess will receive hostess credit for the total of tonight's purchases. As the guests turn in sales tickets, talk individually with each guest, arrange payment information, book future appointments and schedule recruiting interviews. Finish the show by figuring out the Hostess Credit.