



# Your Business Debut

*“Let’s Get This Party Started!”*



## PLANNING YOUR DEBUT

- \_\_\_ Book your Debut with your Sales Director or Recruiter. Weekends are great, but sometimes week nights such as Thursdays work great too!
- \_\_\_ Choose a location. Your home is best, but church halls, community centers, etc. will work if you don't have space available.
- \_\_\_ Make a list of 50 or more people to invite. The more the better.
- \_\_\_ Mail the invitations. (You can purchase invitations from me or print them off for FREE at our unit website [www.bombshells.mydirector.net](http://www.bombshells.mydirector.net). See New Consultants, Business Debut.)
- \_\_\_ Call the guests two to three days before the event. See next page for your script! Let them know you really need them there for support. If for some reason they can't make it, go ahead and schedule them for a facial to help achieve your Powerstart Challenge. Remember: if they say they "might" come or will "try" to be there, you can bet they won't be. Go ahead and book them for a facial!
- \_\_\_ Delegate the tasks of making simple refreshments and housecleaning, if you're having your Debut in your home.
- \_\_\_ Create a tabletop display of Mary Kay products, especially the Roll-up Bag filled with TimeWise Miracle Set, Color Compact filled, Satin Hands, and Skin Supplements like Eye Cream, Hydrators.
- \_\_\_ Set aside one set of Satin Hands to be used at the sink as guests come in.
  
- \_\_\_ **Gather your supplies:** You'll need: your Datebook, sales tickets, calculator, money bag with change, Hostess Packets, Beauty Books, pens, Customer Profile Cards, door prize (empty Compacts are GREAT!), and a roll of double tickets (can be found at Wal-Mart in the business aisle).  
Hostess Packet includes: Look Book, Hostess Brochures, 5 sales tickets, Perfect Opportunity Brochure, Recruiting CD (Choices, Perfect Opportunity, etc.)

## DEBUT AGENDA

- \_\_\_ As guests arrive, let them try Satin Hands.
- \_\_\_ Ask guest to fill out a Customer Profile Card.
- \_\_\_ We will welcome everyone and thank them for coming.
- \_\_\_ We will ask guests to introduce themselves, how long they have known you and what their relationship is to you.
- \_\_\_ Tell your I-story. (See your Consultant's Guide for how to create your I-story)
- \_\_\_ We'll use the Roll-up Bag to show the product line in addition to some other extras.
- \_\_\_ Guests will earn tickets for coming, bringing friends, asking questions, making a purchase and booking facials.
- \_\_\_ We will share your Perfect Start/Powerstart goal. You'll want to have a poster board, decorate it how you like, just have 1-30 lines marked on the front.
- \_\_\_ Book people for facials. 1 ticket for booking. 1 ticket per face they think they can have at their appt.
- \_\_\_ Close with a heartfelt thank-you.
- \_\_\_ Hand out Beauty Books or closing sheets and invite guests to look at the products.
- \_\_\_ Serve refreshments. (Delegate this task to a friend or family member.)
- \_\_\_ Ask to see the person that needs to leave first to get their opinion of our presentation, help with product selections, and schedule their facial. (YOUR MAIN FOCUS IS TO BOOK APPTS! Have your date book filled with what you have going on. Highlight in pink the times you are "available" to book their appt. You never want to show them an empty date book and ask "when do you want to get together?")
- \_\_\_ Hold the drawing for door prizes.

## AFTER THE DEBUT

- \_\_\_ Send thank-you notes to everyone who attended and include your Business Card if you have them. If not, go ahead and send note and order your cards at [www.marykayintouch.com](http://www.marykayintouch.com) and click on MKConnections.
- \_\_\_ Follow-up with everyone, whether they purchased something or not. This would be a great time to again invite each guest to schedule an appt for a facial or book a class if they haven't done so already.

Great Job! You are ON YOUR WAY!!!



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## *Continued...*

### MAKING YOUR CALLS

You're probably going to reach about 60-70% answering machines... so I want you to really practice what you're going to say before you get on the phone. I know you'll do a great job with your answering machine message. You do want to have a little bit of energy. You want to really pick up the tone but not go up an octave. Anytime you raise your voice an octave you sound phony and fake so you just really want to have a smooth voice, but be excited and when people can feel that excitement and have a lot of optimism, a lot of enthusiasm, and a lot of positive expectancy in your words and voice... its very important. Now the conversation you want to have with people is obviously to confirm that they received your invitation, and "YES" they will be joining you. But if they say "maybe", you have to assume that it is a "no". Then you can go ahead and explain the Power Start to her, and set a date for her facial. You may also suggest inviting some other people that she knows that would want to join her, and help you with the 30 faces. So if they say "yes" that's great, and if they say "maybe" assume that's a "no" and go ahead and book her for her Power Start. Time management is so important for every business... so if she is unable to join your debut...make the best out our your TIME and schedule her during this call! If you get an answering machine leave this message.

### SCRIPT/ANSWERING MACHINE MESSAGE:

Hey (her name) this is (your name) I just wanted to give you another quick reminder that my business debut is (Date/Time). I'm really excited and this is real important to me and it would just mean the world to me (her name) if you came. I know Sunday (or whatever the day is) is a real busy family day but if you could spare an hour and a half and come by my business debut it would be great!

My business debut starts at (time). You don't want to miss a minute of it. My director is actually going to be conducting the program. I think you'll find her very motivational. Then of course I'm having great food and you know we're all about great food.

So it would mean the world to me (her name) if you come. If you can't come, one of my first goals in Mary Kay is called a Power Start award, and that means I'm going to be practicing on 30 peoples faces in the first 30 days. So if you can't come, I would love to borrow your face... and I think I know enough not to do any permanent damage right now. So if you'll allow me to do that, it would really help me. Also if you could get some friends or family together I could do everyone at the same time and that would help me with my 30 faces.

So if you don't make it maybe we could set up a date, but I really want you here because I think you'll love it and its a lot of fun. Also I want my director to meet you and I want you to meet her. So (name) thank you so much for being in my life and thank you so much for your belief and support in my Mary Kay business.

*(I promise this script works!!!)*