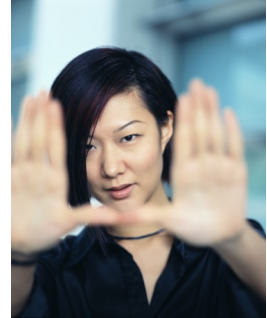


# Business Debut

Your Debut is a great time to introduce your family & friends to your new business. Your Director or Recruiter will do a great job selling them on your new adventure. After the event they will be EXCITED about the products and about helping you with your goals. You never know, your first recruit might even come from your Debut! Our main focus is to assist you in booking your Power Start which is your very first BIG GOAL! You will also learn a lot about presenting and sharing with people. This event is just the beginning of a very exciting journey!

## 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.melissamays.com](http://www.melissamays.com). 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 Power Start Challenge. Remember: if they say they "might" come or will "try" to be there, you can bet the \_\_\_ **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 Firming Eye Cream, Oil Free Eye Makeup Remover, etc. Remember, the EYE BUYS! Make it snazzy!
- \_\_\_ **Set aside one set of Satin Hands** to be used at the sink as guests come in.
- \_\_\_ **Gather your supplies :**
  - \_\_\_ **Datebook & pencil**
  - \_\_\_ **Sales Tickets & Customer Profile Cards**
  - \_\_\_ **Ink pens**
  - \_\_\_ **Calculator & money bag with change**
  - \_\_\_ **Goal Poster** (pictures of your first goals, 30 circles or line for your Power Start Challenge)
  - \_\_\_ **Beauty Menus** (can be found at [www.melissamays.com](http://www.melissamays.com), purchased at local meeting, or I can bring you some)
  - \_\_\_ **Door prize** (empty Compacts are GREAT!)
  - \_\_\_ **Roll of double tickets** (can be found at Wal-Mart in the business isle).
  - \_\_\_ **10 Hostess Packets:** Look Book, Hostess Brochure, 5 sales tickets, Recruiting Lit, Recruiting CD (Choices, Perfect Opportunity, etc.) or the Dream Big Hotline Card



## DEBUT AGENDA

- As guests arrive, let them try Satin Hands.
- Have guests 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 know 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/Power Start goal. You can show them your Goal Poster.
- Book people for facials. 1 ticket for booking. 1 ticket per face they think they can have at their appt. We'll put their names on your Goal Poster.
- Close with a heartfelt thank-you.



# Your Business Debut...*Continued...*

- Hand out Beauty Menus, and show the product collections.
- 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 green 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.

## 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.

Now the conversation you want to have with people is obviously to confirm that they received your invitation, and “YES” they will be coming to your Debut.

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. Time management is so important for every business... so if she is unable to join your debut...make the best of your TIME and schedule her during this call!



## SCRIPT/ANSWERING MACHINE MESSAGE:

(I promise this script works!!!)



Hey \_\_\_\_\_ this is \_\_\_\_\_. I'm really excited about my MARY KAY business debut on \_\_\_ at \_\_\_\_\_. I know you are really busy, but if you could spare an hour and a half and come by my business debut it would just mean the world to me! My Director is actually going to be conducting the program. I think you'll find her very motivational and I really want her to meet you! Then of course I'm having great food and you know we're all about great food.

If you can't come, one of my first goals in Mary Kay is called a Power Start, and that means I'm going to be practicing on 30 peoples faces in the first 30 days and I would love to borrow your face. 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 goal.

I really want you here because I think you'll love it and its a lot of fun. 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. Talk to you soon!

## AFTER THE DEBUT

\_\_\_\_ Send thank-you cards to everyone who attended whether they bought something or not.

\_\_\_\_ Follow-up with everyone. This would be a great time to coach them for their appointments or to schedule an appt for a facial or book a class if they haven't done so already.

