

Power Day Information for Consultants

What is a Power Day?

It is a Skin Care Party

There are 6-10 guests at the skin care party at one time

The Consultant receives gift from me for 6 guests in attendance

What Dedra does?

I teach, sell, and recruit...FOR YOU!

I will also bring my mirrors

I will close the table, then close with individuals, book follow up facials and try to turn them into parties, and then start your team building.

What the Consultant does?

Find the guests to attend (ask family and friends-encourage them to bring someone you don't know for a 10% discount off their total order up to 5 for 50% discount)

Pre-profile the guests (instructions below and dialogue)

Mail reminder postcards or send ECards (if time)

Make Reminder phone calls or texts the day before to reconfirm guests' attendance

If you have received your initial order, have as much of your own product on hand as you possibly can to sell to the customers in attendance.

Dedra provides the following

Skin care products

Mirrors/trays

Closing sheets

Booking sheets

Small gifts (swag for attending, hand cream for 10+ referrals)

Consultant provides:

Guests

Pre-profile cards completed

Profile Card if not able to contact guest

Look Books (in your starter kit or current ones for \$4.00/set from Dedra)

Sales tickets

Below is your sample dialogue...

Complete the pre-profiling, to make the day as powerful as it can be.

Sample dialogue for booking guests and pre-profiling

Here is a sample dialogue to help you call your friends and family!

Sample dialogue:

"I have started a new business in Mary Kay and I am really excited to do practice makeovers! I am working on a goal to do 10 practice faces with my director on _____ day, _____ from _____. Will you be one of my practice faces? Great! I want to ask you a few questions about your skin."

Use the profile card that came in your Starter Kit from MK, Inc. Get your future customer's address information and be sure to write down her phone number. If you can get a cell number you can text a reminder the day before the party. Then ask these three questions.

"Is your skin normal, dry, oily, or combination? Have you used Mary Kay products before? If you could change something about your skin, what would that be?"

Be sure to write these answers down on the profile card. *If* you have given yourself enough time to mail a reminder, *also* say,

"Thanks! I will mail you a reminder postcard (or flyer) and call or text you the day before to re-confirm. Which do you prefer, phone call or text? If for any reason you cannot come, please call and let me know. There are 10 reserved seats and I really want you to be in one of them! Mary Kay products will be given away. But, you have to be present to win! Talk to you soon!"

If you have NOT given yourself enough time to mail postcards say,

"Thanks! I will call or text you the day before to re-confirm. Which do you prefer, phone call or text? If for any reason you cannot come, please call and let me know. There are 10 reserved seats and I really want you to be in one of them! Mary Kay products will be given away. But, you have to be present to win! Talk to you soon!"

You can do it! I am here for any questions and support that you need.

This is your chance to start with a strong group of customers for your NEW Mary Kay business!

Below is your checklist...

Power Day Checklist

1. Plan your day and time of your Power Day
2. Make a list of friends and family
3. Call each guest to pre-profile
4. If someone cannot come but is interested in a makeover or ordering, schedule an appointment with her (you will do this appt on your own) or take her order and complete the sales ticket provided, then make a plan for delivery and payment
5. Call or text all guests a reminder the day before the Power Day
6. Come 30-45 minutes early to set up for the Power Day

Texas consultants we can do this at your house, or my house. Oklahoma consultants can use my parents' house. Or, if needed we can work with your recruiter to set up your Power Day. Out of area consultants, we can do this by FaceTime. You would use your own products, mirrors, etc.

Don't hesitate to call or text me with any questions! Let's have a powerful start to YOUR Mary Kay Business!

This is going to be fun!

Love you,

Dedra

dedra@marykay.com

682-429-8539