



HOW TO MAXIMIZE YOUR PARTIES WITH

MARY KAY®

SHOP MY

PARTY!



Hosting a *Mary Kay*® party just got easier with *Mary Kay*® Shop My Party!

With this tool, your hostess can easily share a unique party link via email or text with guests, family members and friends so that they can shop the in-person and/or virtual party.

Sales from the *Mary Kay*® Shop My Party! link will be automatically applied to her party so that you can easily track sales and calculate hostess rewards. **No more tracking by hand!**



MARY KAY®

HERE IS HOW YOU CAN USE MARY KAY® SHOP MY PARTY! TO MAKE THE MOST OF YOUR PARTIES.

SET UP THE PARTY.

1 Work with your hostess to decide on a date and time for the party, and let her know about *Mary Kay*® Shop My Party!

Sample scripts **to hostesses:**

Hi, Suzie! Mary Kay just launched *Mary Kay*® Shop My Party!, and I want YOU to be one of the first to try it! You and your guests can easily shop through this link, and when you share your link with more family and friends, you'll have more chances to earn hostess rewards from your party! Let's schedule a party for you and your friends where you can earn hostess rewards directly from their purchases!

Hi, Paige! I am so excited to tell you about *Mary Kay*® Shop My Party! Remember all those friends who were not able to attend your last party? Now you can share this link with them so they can shop easily, and **you** can earn hostess rewards for their purchases too! Let's get your next party scheduled!

2 Confirm whether your hostess would like to host an in-person and/or virtual party.



3 To access the instructions on how to use the tool and create a party link or QR code, go to the *Mary Kay InTouch*® home page and click on Shop My Party!





COACH THE HOSTESS.

1 Coach the hostess to invite her friends and family to the party. Since the goal is to build a solid customer base that you can continue to service over and over again after the party, it is ideal to preprofile the guests attending the party.

To determine whether a potential guest already has an Independent Beauty Consultant, you could provide your hostess with verbiage to send to her guests that is similar to how you would preprofile a new customer. You could also confirm during the follow-up process with the guest, encouraging her to continue purchasing from her existing Independent Beauty Consultant after the party if she already has one.

2 Send the hostess the link to share with her friends and family a couple of days before the party (or on the day of the party based on your preference and goals).

You can offer this sample script to your hostess when it's time for her to share the link with her family and friends:



Hi, Natalie! I'm so excited to host a *Mary Kay*® party on [day and time]! I hope you can join us to have fun and to learn about some awesome *Mary Kay*® products! Here is the Shop My Party! link. [Independent Beauty Consultant Name] will tell us all about the *Mary Kay*® products during the party, but even if you can't attend, you can still shop from the link and support my party. Hope to see you there!



3 Send a reminder to have your hostess confirm all party guests the day before the party.



4 Remind your hostess one or two days before the party link close date that if she wants to potentially earn more hostess rewards, she can invite more guests to shop her party.



5 This is also your opportunity to make final sales, so feel free to reach out to guests to remind them the party is about to end.





SHARE WITH YOUR TEAM MEMBERS.

Spread the news to your team members so they can start using *Mary Kay*® Shop My Party! to help maximize their parties!

Sample talking points **with a team member:**

Hi, Erin! Guess what new game-changing tool we have at Mary Kay that will help us manage our parties better? It's a *Mary Kay*® Shop My Party! link that we can share with our hostesses!

Here are a few reasons this is such great news:

- ★ We can create a unique Shop My Party! link for each party and send it to the hostess and ask her to share it with guests. Her guests can shop through the link even if they are not attending the party! The more times the link is shared, the greater the potential for new customers and sales!
- ★ Guests can use the link to purchase their products.
- ★ You'll be able to access a dashboard that automatically tracks sales for each party so you can easily calculate hostess rewards. How great is that?



TIPS FOR THE INDEPENDENT BEAUTY CONSULTANT

- **USE THE DASHBOARD** to keep track of all the parties you have scheduled.
- **YOU CAN SCHEDULE A PARTY** up to 30 days prior to the party start date, which generates a link. But to make sure your guests don't forget, it's better to share the link closer to the event.
- **TO MOTIVATE YOUR GUESTS** to make their purchases promptly, you may want to set a party end date of within a few days after the party starts.
- **REMIND YOUR HOSTESS** before her party closes, and send reminder texts to the guests so they know they need to complete their orders.
- **USING MARYKAY® SHOP MY PARTY!** can help you develop and grow a solid customer base! Therefore, it is always more effective and beneficial for your hostesses to invite guests/potential customers who do not already have an Independent Beauty Consultant. If a guest does want to shop from the party and already has an Independent Beauty Consultant, please refer her back to her original Independent Beauty Consultant after she shops the party.
- **FOLLOW UP** with your new customers after they place orders to thank them and offer them the opportunity to host their own parties. (They may not have attended the party to get to know you and the *Mary Kay*® products they've ordered, so be sure to reach out to them and add them to your customer list and/or customer group page if they do not already have an Independent Beauty Consultant.)
- **TALLY THE PARTY SALES**, and reward your hostess!

To watch the launch video, learn more and create your next party using *Mary Kay*® Shop My Party! go to *Mary Kay InTouch*® and click the "Shop My Party!" link.