

DIAMOND POWER START

60 Faces in 60 Days Challenge

In honor of our diamond anniversary, we want to challenge each of you to book *60 Faces in 60 Days!* As our Founder Mary Kay Ash said, “Decide to take leadership over your future and set goals. The difference between top and bottom people is the difference between the goals that they set – so become a goal-setting, goal-inspired, goal-achieving person.” Then, now and always, these words remain relevant. We know you can do it!

BOOKING TIPS



Reach is important, so you will want to leverage resources including social media, email, text messages and calls to connect with as many customers as possible.



Offer a variety of ways to experience a facial or party. Do it in person, virtually or both. By being flexible and offering a variety of ways to participate, current and potential customers may be more likely to hold their appointments.



Offer the hostess perks and rewards as ways to earn products and to get a group of customers together. This can help you move toward your goal more quickly, creates a fun atmosphere and can potentially lead to more bookings.



Women love supporting other women! Let your customers know that sharing *Mary Kay*® products with others allows you to connect with and get support from others. Share with them that you are participating in a challenge and that you need their help to reach your goal.

PARTY IDEAS

Here are a few party themes that you can use to create some excitement, interest and fun!

- Pampering Party
- Flawless Face
- Lovely Lashes & Wow Brows
- Gifting
- Glam & Go
- New Year, New You
- Natural Beauty
- Luscious Lips
- Eye Fanatic
- Fragrance



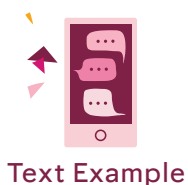
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SAMPLE BOOKING DIALOGUES

The following suggested openings can help you get started toward achieving the Diamond Power Start *60 Faces in 60 Days* Challenge. Feel free to adjust them to meet your communication style so they sound and feel natural to you.



Hello, ____! It is so good to catch up with you. I hope you and your family are doing well. I want to let you know I am participating in a challenge to share our products with 60 people in 60 days, and I thought of you! I would love to book a facial with you next week to share some great new *Mary Kay*® products with you! We could also talk about your skin care goals and needs. What would work better for you – Wednesday or Friday?



Hi, _____. Wanted to follow up and offer a couple of dates for a skin care party. Would next Friday or Saturday work for you? Just reply when you get a minute, and we'll get your facial booked.



Hi, (give a sincere compliment). Let me introduce myself. My name is ____, and I'm a Mary Kay Independent Beauty Consultant. Here's my card, and if you have a couple of minutes, I'd love to tell you about an exciting challenge I'm participating in. I would love for you to be one of my models. All we need to do is schedule a virtual or in-person appointment, and then I will walk you through our skin care products and you can share your opinion of our products with me. Would next Thursday or Friday work for you?

FOLLOW-UPS

AFTER THE BOOKING

Follow up with your customers using the 2 + 2 + 2 Formula.



Contact your customer **2 Days** after her first appointment to see how she likes her new product(s).

Check her progress in **2 Weeks** at her second appointment.

Contact her every **2 Months** for reorders or to suggest new products.

When a potential customer expresses a booking concern, consider these tips to better understand and respond to the objection. Acknowledge the concern, empathize with the customer, and let her know that you want to do everything you can to make this facial convenient for her. Depending on her situation, respond honestly and show understanding of the concern. You could then offer to schedule a virtual one-on-one. You may want to send a link to *The Look* in advance of the facial so she can get excited about the products. Sending her samples can also give her a chance to try the products and help her feel good about keeping her booking.