

MARY KAY

# how to hold a hybrid party

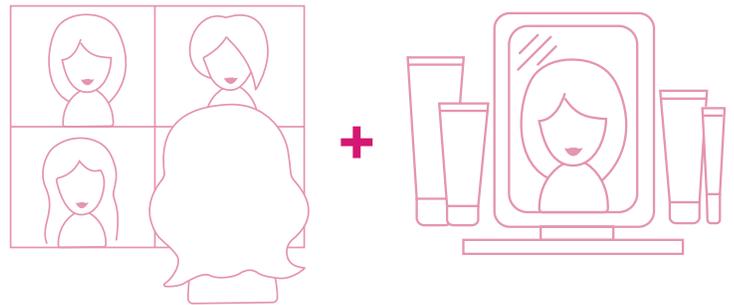
MARY KAY  
HYDROGEL EYE PADS  
TIMBRES HYDROGEL POUR LES YEUX  
PARCHES DE HIDROGEL PARA OJOS

# GETTING STARTED WITH Hybrid Parties

A HYBRID PARTY IS SIMPLY A SKIN CARE PARTY, COLOR PARTY OR ANY OTHER KIND OF MARY KAY® PARTY AT WHICH **BOTH** IN-PERSON AND VIRTUAL GUESTS ATTEND AT THE SAME TIME.

## THERE ARE SEVERAL WAYS TO HOLD A HYBRID PARTY:

- You could be in person with a group of guests, while also having virtual guests join online.
- You could present virtually via Zoom, Facebook, etc., to a gathered group of friends.



**HYBRID PARTIES** are a great way to add additional potential income to your Mary Kay business and can provide an opportunity to maximize your time by connecting with an endless list of potential customers or team members, such as family, friends, acquaintances, colleagues and others. Holding hybrid parties is the ultimate way to show Golden Rule customer service to your customers in the way that works best for them — virtually or in person.

Once you have held several in-person and virtual parties, consider yourself ready to hold hybrid parties in order to expand and maximize your Mary Kay business as you connect with your customers.

## HYBRID PARTY *Resources*

Depending on your level of experience holding parties, there are different materials and resources available for you to use:

- **OPTION 1:** Use the printed In-Person Skin Care Party Flip Chart from your Starter Kit or your Section 2 purchase, which includes all the dialogues and product details you'll need for your party.
- **OPTION 2:** Once you have a little experience – and confidence – you'll be surprised how easy it is to up the experience a notch. When you are ready, start sharing the Virtual Skin Care Party Flip Chart or the digital version of the In-Person Skin Care Party Flip Chart with your virtual and in-person guests from your device at the same time.

**To access virtual Flip Charts, go to *Mary Kay InTouch*® > Education > Party Central > Virtual Parties. To access the digital version of the In-Person Skin Care Party Flip Chart, go to *Mary Kay InTouch*® > Education > Party Central > Party Supporting Materials.**



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# Prep Steps

## FOR THE HYBRID PARTY

Tip!  
Mail product  
samples one  
week prior!



### 01.

Once you have your guest list confirmed, **create a Zoom link** with the date and time of the party for those who will be joining virtually. Make sure you send the physical address and time to those who will be attending in person.

*Tip: If you are planning on having in-person guests try the Satin Hands® Pampering Set as they arrive, you may want to adjust the Zoom start time 15 minutes later than the in-person guests' arrival time.*

### 02.

**Consider sending product samples** to the virtual guests. Mail product samples one week prior so guests have them on hand on the day of the party.

### 03.

When sending your product samples, you can also **include a copy** of the Skin Care Place Mat and/or Second Appointment Place Mat or Virtual Pampering Party Sets sheet, the *Beauty Book* and a Beauty Profile card.

### 04.

Contact and ask all your party guests to **download the Mary Kay® Skin Analyzer App** so they can do their skin analysis before the party. For your color parties, consider asking your guests to download the **Mary Kay MirrorMe™ App**.

### 05.

**Preschedule** your virtual guests' **individual consultations** that will occur after the party.

#### ALL HANDS ON TECH!

You'll want to make sure you have the technology needed for your hybrid party. Choose which device you will be using (phone, tablet or computer) while you present to the virtual guests. Make sure it's charged!

- Zoom account.
- Zoom party link.
- Ring light.
- Device holder.
- Facebook business page.
- Mary Kay® Personal Web Site.
- ProPay® Account.

*Tip: Consider using an external speaker connected to your device so your virtual guests can hear you better.*

#### TOP TIPS

Get hybrid party tips from two top Independent Sales Directors who share how to bring hybrid parties into your Mary Kay business. Go to *Mary Kay InTouch®* > Video Lounge.

**Nicki Hill:** <https://videolounge.marykayintouch.com/en/detail/videos/bright-ideas/video/6263818411001/bright-ideas---hybrid-selling?autoStart=true>

**Beth Austin:** <https://videolounge.marykayintouch.com/en/detail/videos/most-recent/video/6274644264001/bright-ideas---hybrid-selling-interview?autoStart=true>

Remember, all the skills and dialogues that you already apply in your virtual and in-person parties can also be applied in the hybrid party. You can simply use the same dialogues that you used before, during and after your in-person and virtual parties.

# Don't Forget

## FLIP CHARTS!



To help you choose which Flip Chart to use, reference the In-Person Skin Care Party Flip Chart and the Virtual Skin Care Party, Pampering Party or Color Party Flip Charts with Guest Pages and Dialogues. Each Flip Chart highlights different products, so depending on what you'll be demonstrating, you will want to be familiar with your choices.

### The In-Person Skin Care Party Flip Chart includes:

- White Tea & Citrus *Satin Hands*® Pampering Set.
- *TimeWise Miracle Set 3D*®.
- *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15.\*
- *Mary Kay*® Translucent Loose Powder.

### The Virtual Skin Care Party Flip Chart includes:

- *TimeWise Miracle Set 3D*®.
- *Clear Proof*® Deep-Cleansing Charcoal Mask.
- *TimeWise*® Microdermabrasion Plus Set.
- *Mary Kay*® Hydrogel Eye Patches.

### The Virtual Pampering Party Flip Chart includes these products and more:

- *TimeWise*® *Age Minimize 3D*® 4-in-1 Cleanser.
- *TimeWise*® *Age Minimize 3D*® *Day Cream SPF 30 Broad Spectrum Sunscreen*.\*
- *TimeWise*® *Age Minimize 3D*® Night Cream.
- *TimeWise*® Microdermabrasion Plus Set.
- *TimeWise*® Moisture Renewing Gel Mask.
- *Clear Proof*® Deep-Cleansing Charcoal Mask.

### The Virtual Color Party Flip Chart includes these products and more:

- *Mary Kay*® Foundation Primer Sunscreen Broad Spectrum SPF 15.\*
- *Mary Kay*® CC Cream Sunscreen Broad Spectrum SPF 15.\*
- *Mary Kay Chromafusion*® Eye Shadow.
- *Mary Kay Chromafusion*® Blush.
- *Mary Kay*® *Ultimate Mascara*™.

## WATCH AND LEARN!

[Click here](#) to watch the Virtual Skin Care Party How-To video, the In-Person Skin Care Party How-To video and the Hybrid Party How-To video to learn how to hold a *Mary Kay*® skin care party.



**Tip:** Remember to have fun! There are many ways to share your love for the Mary Kay brand and for Mary Kay® products!

\*Over-the-counter drug product

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# The Day Of YOUR HYBRID PARTY

## IT'S THE DAY OF YOUR HYBRID PARTY!

You can follow this checklist to help guide you through the event.

01.

Arrive 30 minutes early.

02.

Give a sincere compliment and gratitude to the hostess. It may be nice to find something in her home to compliment.

03.

When you arrive, the hostess typically asks, "May I help you with anything?" Say, "Yes! Where would you like the separate area for individual consultations to be?" It's also a great time to ask her to suggest guests who might enjoy doing what you do. You could let her know that you'll give her a special gift for every person she suggests who becomes a new team member.

04.

Set up your individual consultation area away from the table. Prepare the area with a money bag, sales tickets, a calculator and product. If the money bag will have cash in it to use for making change, it might not be a good idea to leave it unattended.

05.

Show the hostess how to do the White Tea & Citrus *Satin Hands*® Pampering Set demo for each guest as they arrive, and give her the Directions for Use card.

06.

Set up the skin care party table with a tray, mirror, place mat, name card and dry erase marker at each seat.

07.

If you did not pre-profile your in-person guests before the party, hand them a Beauty Profile card and a pen after they experience the White Tea & Citrus *Satin Hands*® Pampering Set. Encourage them to fill it out so you know which formula to use while filling trays with product. This is also a great time to do their shade match for the CC Cream. Remember, if you sent product samples to your virtual guests, they should have already provided their information to you from their Beauty Profile card.

08.

Set up your device (phone, tablet or computer) in an area that is close to you so your virtual guests can hear and see you as you speak during the party.

09.

If you are using any of the virtual Flip Charts, make sure you are ready to share them with your virtual and in-person guests using your device.

10.

As guests arrive, use their names as you say, " \_\_\_\_\_ , it's so nice to meet you!"

# Let's Party!

AFTER THE IN-PERSON GUESTS HAVE COMPLETED THE WHITE TEA & CITRUS SATIN HANDS® PAMPERING SET DEMO, GUIDE THEM TO THE TABLE.

► Next, click the Zoom party link to join with your virtual guests. If you are using the In-Person Skin Care Party Flip Chart, make sure your virtual guests will be able to see the Flip Chart with pages as you flip them throughout the party. If you are using the digital version of the In-Person Flip Chart or one of the virtual Flip Charts, make sure to enable sound so all guests can hear the videos in the Flip Chart guest pages. Now, you're ready to greet each virtual guest!

**Remember, a party is a party**, so all the skills and dialogues that you already apply in your virtual and in-person parties can also be applied in the hybrid party. Simply, do what you do best! Sell *Mary Kay*® products!

Follow this suggested dialogue to get started.



## WELCOME

*Hi, I'd like to welcome everyone and thank you for joining today. For those of you who don't know me, my name is \_\_\_\_\_, your Mary Kay Independent Beauty Consultant.*

**(if you have a host)** *I would also like to thank \_\_\_\_\_ (hostess's name) for hosting this party. I reward all of my hostesses with fabulous perks, and I'd be happy to tell you about them at the end of this party.*

*But first, let me share a little about the rest of the party.*

*Today, we have guests both in person and virtually experiencing Mary Kay® products. Our virtual friends are in (City/State). Everyone say, "Hi!"*

*I will also be sharing **information about the Company** so you will get to know what makes the brand so special!*

*For those of you online, the guests here had the pleasure of trying the White Tea & Citrus Satin Hands® Pampering Set. Does*

*anyone want to share their thoughts on that experience? Great!*

**If you sent your virtual guests product samples, add this to the script:**

*Before we start the party, I'd like to ask my virtual friends to **have your product samples ready** and scissors to open them, a bowl with water, a face towel and a mirror. Also, have a pen close by so you can participate in some fun activities.*

*During the party, I encourage each of you to ask questions and comment often.*

*At the end, I will speak with my guests here individually in the next room, and afterward, I'll follow up with each of my virtual guests one-on-one for **an individual consultation** to discuss your specific skin care and beauty needs and to answer any questions you may have.*

*Now let's start with the introductions. Tell us your name, a little bit about yourself and **(if there is a hostess)** how you know our hostess. Who would like to go first?*

## PRODUCT DEMONSTRATION

Throughout the party, direct your virtual guests when to open each product sample, and for your in-person guests, point to which product on the tray they'll be trying next. You can refer to the in-person or virtual Flip Chart dialogues to present *Mary Kay*® products.



# The Closing

## REMIND YOUR CUSTOMERS OF THE FOLLOWING POST-PARTY ACTIONS:

You will follow up with your in-person guests first, and you will contact each virtual guest individually (at a time you've already scheduled) to discuss their specific beauty needs and to answer their questions.

You will send everyone a link to your *Mary Kay*® Personal Web Site (if you have one) so they can shop.

During the individual consultation, you can use your Skin Care Place Mat and/or Second Appointment Place Mat or Virtual Pampering Party Sets sheet, and do the following:

- Close the sale.
- Schedule the second appointment.
- Remember to ask for referrals! You can say, "The success of my business thrives on personal referrals. Please text me with the names and numbers of your family members and friends who you think would enjoy this experience and who would like to learn more about this amazing Company and products."

***Following up individually with each guest right after the party is key to closing the sale and keeping that personal touch in your business. Happy customers tend to recommend their friends and family to you for future skin care parties***

Holding a hybrid *Mary Kay*® party can help you boost your business in ways you never imagined. A hybrid party is just another way for you to provide Golden Rule customer service. You can meet people where they are, either virtually or in person.

When the party is over and you are ready to start your individual consultations, thank your virtual guests and close out the Zoom screen.

# MARY KAY®

To access virtual party resources, go to *Mary Kay InTouch*® > Party Central > Virtual and Hybrid Parties.

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*"The success of my business thrives on personal referrals."*