

MARY KAY

GET THE PARTY STARTED - VIRTUALLY

Pre-Party Prep

You Are Ready To Party

Countdown to the Party

Prior to the Party

Open the Party

Sharing the Product & Company Details

Close the Party

After the Party Communication

Following Up

PRE-PARTY PREP

- Whether you are holding a **virtual or in-person party**, party basics are the same. Read your Flip Chart to learn how to present the amazing Mary Kay[®] products!
 - A digital copy is available on Mary Kay InTouch[®] > Education > Party Central > Supporting Materials
 - Download the mobile version from the Digital Showcase App
 - A paper copy is available for purchase on Section 2 of online ordering.
 - Consider planning a game or a contest to keep guests engaged.
- Plan your party to last about 45 minutes.
- Review suggested dialogues from your:
 - Start Something Beautiful[®] Magazine
 - Flip Chart
 - How to Virtual Party Guide – Step 3

Visit the Mary Kay Video Lounge for helpful tips on how to grow your Mary Kay business virtually. [Click here](#) or visit Mary Kay InTouch[®] > Video Lounge > Education

YOU ARE READY TO PARTY!

Congratulations! You've done all the prep work for your party and your new Mary Kay business.

Now it's time to:

- **Connect** with your list of potential customers or team members — such as family, friends, acquaintances, colleagues and others.
- **Sell** the fabulous Mary Kay® products you've been learning about.
- **Grow** your business and develop your team from the comfort of your home!

COUNTING DOWN TO THE PARTY

Pre-Party Communication

Follow up to remind your guests before your party!

- Follow up 2 days before your party to remind your guests.
- If you are using Zoom for your party, make sure your invitees have downloaded and know how to use Zoom. Also, be sure to give/remind them the party join code.
- Ask invitees to download and use the Mary Kay Skin Analyzer App prior to the virtual party.
- About 2-3 hours in advance of the party, send a virtual party reminder to your hostess and guests.

The **Digital Party Social Media Playbook** will help you create posts for the party attendees leading up to the virtual event. Go to **Mary Kay Intouch[®] > Education > Party Central > Virtual Parties** to find everything you need.

IT IS ALMOST TIME!

The big day has arrived!

Day of the Party tips:

- Dress for success, your favorite blouse and lipstick can make all the difference in your confidence!
- Set up in a quiet space with minimal distractions in the background.
- Check your lighting – natural light is best, but a ring light works, too!
- Arrange your products to be near you for easy access during your party.
- Make sure all files and videos you plan to use are downloaded so they launch immediately.

IT'S TIME TO OPEN THE PARTY!

Beginning – Welcome Party Kick-off

Party Opening Suggestions:

- Open the party with a personal welcome.
- Share how the party will work.
- Depending on the number of guests you have in your party, ask each guest to introduce themselves.
- Do a “roll call” and ask everyone to either like, love or comment.
- Encourage lots of questions and comments throughout the party.
- Share your I-Story and talk about Mary Kay Ash and the FoundationSM.
- Share the Mary Kay Satisfaction Guarantee.

IT'S TIME TO PARTY!

Let's Talk About Skin Care!

- If you have sent product samples to your guest prior to the party, ask guests to get out the samples you've pre-mailed as you get started on the skin care class.
- You can demonstrate each product of the TimeWise Miracle Set 3D[®] or the products in your theme.
- Hold each item close to the camera so guests can see the tube and the formula.
- Explain the features and company approved benefits as they try each product from the samples provided.
- Show your guests any pictures and/or videos you have downloaded for the party.
- Take your time and don't rush their experience as they try each product.
- Ask guests to comment on how the products feel on their skin and encourage lots of questions.

CLOSE THE PARTY

It's time to say goodbye.

Don't forget all your closing steps!

- Thank everyone for a fabulous virtual party!
- Share any special promotions you would like to offer.
- Share the Opportunity and ask for referrals.
- Share the Mary Kay Product Promise.
- **Success is in the follow-up!** Remind guests you will follow up with them individually to answer questions about Mary Kay® products or the opportunity and to finalize their product order.
- Remain online for a short time to answer questions.

AFTER PARTY FOLLOW UP

Via text, private message or by phone

Success is in the follow-up!

Following up with each guest personally and individually could increase order size and may increase the likelihood of booking another appointment or party.

Consider:

- Following up as soon as possible after the party.
- Sending a personal thank-you message.
- Booking her promised follow-up appointment - **This appointment can be virtual too!**
- And always provide **Golden Rule Customer Service!**

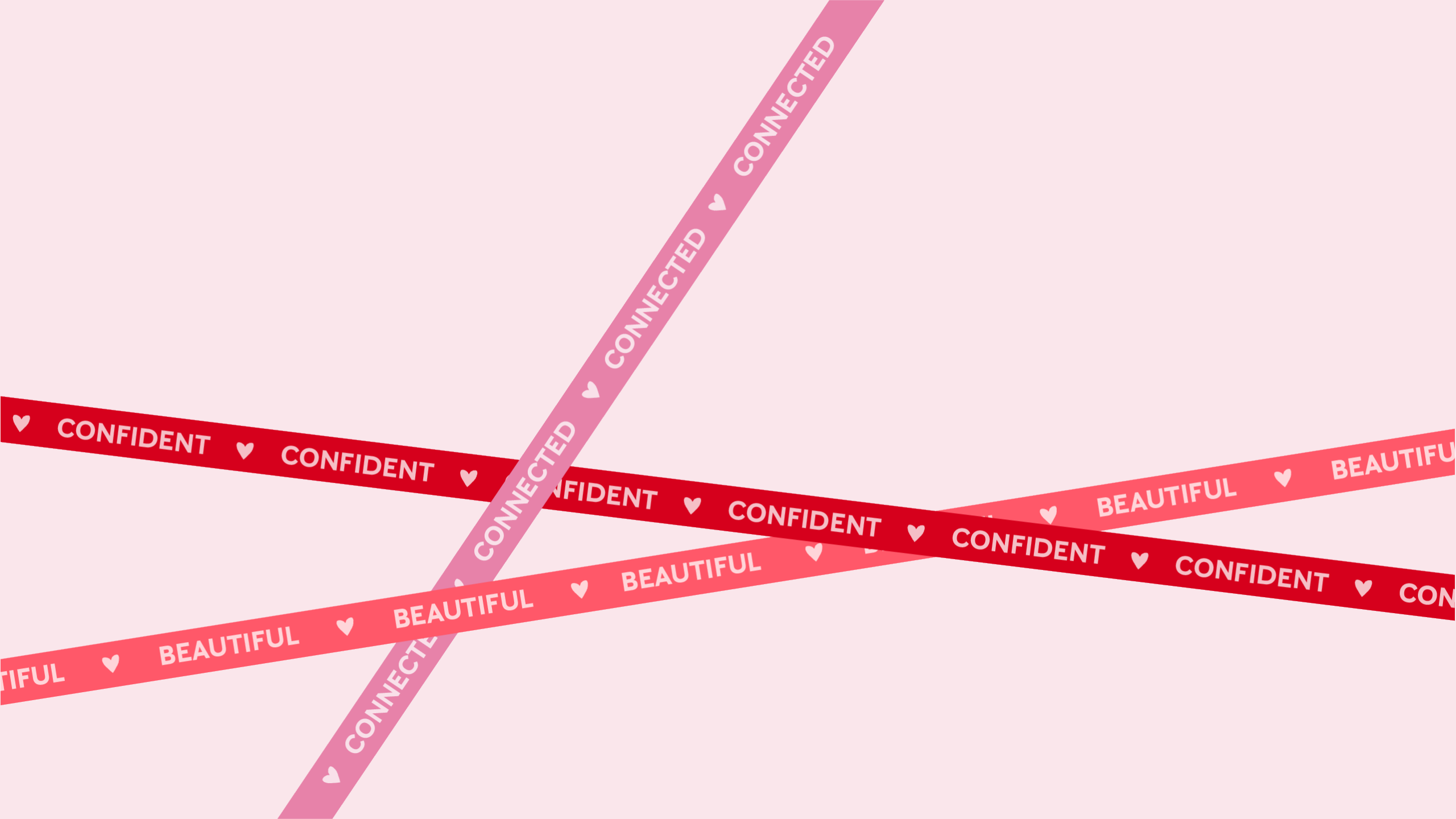
AFTER PARTY FOLLOW UP

Here are few sample dialogues for after-party follow up via text, private message, or phone.

Hi, {name}!

Thank you so much for attending my Mary Kay Virtual Party! I hope you had as much fun as I did and learned a lot too!

- **Option 1:** If your guest asked a lot of questions about a particular product, reference that in your private message.
- **Option 2:** Remind her that you would be booking follow-up appointments and would like to set hers up. She can invite a few friends, make it a party and earn products!
- **Option 3:** If she bought products, ask her when would be a good time to deliver. This is also another opportunity to set up her follow-up appointment or turn it into a party!



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