

# Coaching for a Business Debut

1. How many "YESs" do you have so far? CALL EVERYONE ON YOUR INVITATION LIST!!!! This is imperative!
2. Did you read the Business Debut Package? If not, read it!!

## List of things to do:

1. Name Tag, Customer Profiles & pens when people arrive. Have them fill out the front side of the profile.
2. Make sure the chairs are in a circle or U shape facing the front table

### **3. Front table:**

- a. Travel roll up bag – filled exactly like the Beauty Book with full size items that can be used for sampling with a Bronze 600 foundation.
- b. 5 Sets: Miracle Set, Satin Hands Set, Microdermabrasion Set, CelluShape Set, and Fine Lines Set (Eye Cream/Targeted Action)
- c. Beauty Books with insert
- d. 3 raffle prizes - \$10 gift certificates are better than product.
- e. Wet paper towels

### **4. Helpers:**

- a. Family Member – to run the kitchen and the food – you're not making \$ in the kitchen this day
- b. Recruiter – will close all your sales and collect \$
- c. Director (if you qualify to have her at your debut, if not your recruiter will do this) – do the marketing & close prospects
- d. You – *This is your only responsibility for the entire debut and the most important part of the debut....* Highlight your MK date book for when you are available so you can book color appointments with EVERYONE!! Hand them an appointment card (this can be a Color 101 card or business card with the date written on it). You are there, they are there, that's what you are all there for...get it done!! DO NOT wait to get their appointment on the books at a later date... IT WON'T HAPPEN! GET IT DONE THERE!!!

### **5. Order of Events**

- a. Guests fill out Customer Profile as they arrive
- b. Do Satin Hands
- c. Introduction of new consultant & why she began her business & tell everyone agenda for tonight
- d. Everyone introduce themselves:
  - i. Your name?
  - ii. What you do during the day?
  - iii. How you know the consultant?
  - iv. One reason why you believe she will be successful?
- e. In 1min. or less – please Introduce yourself – tell your I story
- f. Pass out the Beauty Books (not the inserts)
- g. Introduce the company – page 1-2 of the beauty book
- h. Introduce the products – page 6+ of the beauty book
- i. Today is the first of 2 appointments. Today we're focusing on skin care but you all have the opportunity to book a customized color appointment with your consultant.
- j. Do an "on the go facial" **on the top of one hand** for everyone. Use the Normal / Dry Miracle Set (use wet paper towels after the 3 in 1 cleanser) and **foundation on the top of both hands** – have them tell you the results they see. (Foundation on product treated hand should be smoother and softer looking)
- k. Read results of the Miracle set from page 7.
- l. Show the Ultimate Miracle Set passing around the Microdermabrasion and Firming Eye Cream
- m. Pass out the beauty book insert with the roll up bag and sets and do the close.
- n. **The Husband Will Never Know Plan** – for your shopping convenience you can use Visa, MC, Discover, Amex, Check or Cash...or a little bit of each so your husband will never know!!!
- o. **Play referral game** – Each person who fills out question #5 on the back of the profile card wins a prize
- p. Marketing – 10 Perfect Reasons survey
- q. **Time for shopping and eating.**
- r. The recruiter / director will close the sales individually
- s. The consultant will book every person that is there for her Color Appointment – SO IMPORTANT!
- t. Guests shop and help themselves to food in the dining room or kitchen (this is when the food is brought out)
- u. During this time the recruiter will package all the orders. Recruiter needs to add a Look Book, customer receipt and any change to the bag.
- v. Let the guest know that the consultant has a HUGE goal to earn her MK pearls. She needs their opinion of our business plan in order to earn them. If everyone will please give us their opinion