

# **BUSINESS DEBUT CHECKLIST**

*Checklist to ensure you have a successful debut of your brand new Mary Kay business!*

Call the New Consultant Voicebox and push box # 2  
to hear more about a business debut. 1-641-715-3800 70699#

Go to [JeniTjelle.com](http://JeniTjelle.com) under “New Consultant” — **Business Debut & print sheets.**

\_\_\_\_\_ **Schedule your business debut** within your first 2 – 3 weeks of business. However, if this is not possible, then scheduling a business debut later is better than not scheduling one at all. You will also want to have your inventory in stock **before** your business debut.

\_\_\_\_\_ **Hold your business debut in your home** because your friends and family feel comfortable. Email your director directions to your home if needed.

\_\_\_\_\_ **Invite all the people on your “Contact List.”** This should be a minimum of 75 people. (You can expect 10 – 15 to attend with proper follow-up.)

\_\_\_\_\_ **Send out a minimum of 75 Business Debut Invitations.** Sending postcards alone will not be effective. After you have mailed your invitations, plan to call each guest personally and invite them 24–48 hours before your event. (Check with your director to get business debut invitations.)

## **What to do a few days before your debut to prepare...**

\_\_\_\_\_ **Provide simple refreshments.** You’ll want to delegate the hosting to someone special in your family or a close friend. You will focus on scheduling appointments.

\_\_\_\_\_ **Re-listen to Business Debut Class** in the New Consultant Voiceboxes.  
Call 1-641-715-3800 70699# Box #2

\_\_\_\_\_ **Call each guest on your “Contact List.”** Keep in mind that your friends and family are not coming to hear your director or recruiter, they are coming to help you! Your attendance will be in direct proportion to the number of guests that you personally speak with 24 hours prior to the event. Remember, if they cannot come to your business debut, you’ll want to either schedule an appointment with them and/or invite them to the next unit event.

\_\_\_\_\_ **Email your director** a list of the Top 5 - 10 women & their phone numbers that you’d love to have at your debut. These are people who said they’d be there when you did your follow-up calls.

\_\_\_\_\_ **Highlight your date book with dates and times that you have free for appointments.** Our goal is to BOOK your 30 faces for your Power Start at your debut.

\_\_\_\_\_ **Put together a Look Book, profile card, sales ticket, and pen to give to each guest.** If you need extra Look Books, you can buy them from your director.

\_\_\_\_\_ **Order 10 \*Hostess packets** for \$1 each from your director to give out to your first 10 hostesses. You can also order 30 Facial Packets for \$1 each to be ready for your Power Start.

\_\_\_\_\_ **Have a money bag, calculator, pen available at a separate table, preferably in another room.**

\_\_\_\_\_ **You'll meet with each guest individually after the program.** Your recruiter/director fills orders and helps you schedule appointments with your date book.

\_\_\_\_\_ **Your recruiter/director will arrive 1/2 hour before the program** to check the entire product display. She'll need a big table. You'll want to **arrange the seating** in a semi-circle in front of the table.

## Calling scripts to use...

Three to five days before the debut, you should go ahead and start calling (if you haven't already) to confirm guests for your debut. THIS is the MOST important element of having a successful event. If she can't make it, ask if you could borrow her face for your power start and schedule an appointment with her RIGHT THEN! Here is the script that we use and it's on the hotline!

"Hi Jane, this is \_\_\_\_\_. I was just calling to remind you about my Mary Kay business debut this coming Friday at 7. Jane, I just want you to know how much it would mean to me to have you there, supporting me as I start this new business. You always make me feel so strong and confident, and I am a little nervous. I'm also fixing your FAVORITE chocolate dessert, so you may want to come for that too. This is an actual program, not an open house and it will start promptly at 7 and last about one hour; I can't wait for you to meet my director, Jeanie. I think you'll really enjoy her story and presentation. Also, this is a girls night out, so be sure you ask John to watch the kids now so he doesn't go golfing or something!! AND you'll be getting any one product for 40% off and I know how you love a deal! If for some reason you can't come, I would really appreciate you calling me and letting me know because one of my first goals is a power start, and I would LOVE your help completing that goal. Thanks so much Jane, and I'll look forward to seeing you Friday at 7!"

Should you get someone in person and they say "maybe," this counts as a NO!!! You need to book her facial immediately!!

If Jane can not attend your debut, then continue with this script.....

"I'm so sorry that you won't be able to join us. Jane, I'm really excited about starting my business, but as I said, I'm also a little nervous about completing my training. I could really use your support even if you can't be at the debut. In order to complete my training and qualify for my very first award, I need 30 sharp women who would be willing to volunteer their faces and maybe invite a couple of friends over to join them so that I can practice my skin care class procedure. Can you help me out? GREAT!

When would work better for you...weekend/weeknight, Monday/Wednesday, 6pm or 7pm, etc. GREAT! Now, if you could think of a couple of friends (maybe your mom/sister/ neighbor, etc.) to invite, I can do three faces just as quickly as I can do one. Who do you think you could invite to join us?

Great! Do you have their addresses and phone numbers with you now? I can go ahead and jot them down and stick an invitation in the mail. If they can come, that's great. If not, it'll be just the two of us! Thanks so much for your help Jane. I know we'll have a great time! I appreciate you and can't wait to get together!"

## WHAT YOU CAN EXPECT DURING THE PROGRAM:

- All the guests will introduce themselves, tell how long they have known you and their relationship to you, a bit about their family, work, hobbies and what their experience with Mary Kay has been, if any.
- Your Director or Recruiter will explain the purpose of the event: You will be affirmed in your business by your guests. Your goals will be shared and your guests will know that you will be asking them to help you by having a complimentary facial or class.
- The recruiter/director will share her “I” story and her relationship with you.
- Mary Kay Cosmetics will be introduced as the #1 selling brand of Skin Care and Color Cosmetics in the nation!
- No one will actually receive a makeover that day because that is what you’ll be offering at their skin care class. This is a “show and tell” type event.
- At the close, guests will have an opportunity to earn chances for door prizes by making a purchase, scheduling a facial (and or class) and listening to a CHOICES CD.
- Relax and have fun with your guests. Your focus should be to **schedule your 10-20 skin care classes for your Power Start**. Your recruiter will take their product orders, and you and your director will schedule their appointments. If your client doesn’t have her calendar, we’ll pencil something in and let her know she can call you back if it doesn’t work.

**After your debut, send a thank you note to each of your hostesses that confirms the date of her appointment and how she earns MK for free with your hostess program.**

Each guest will receive a Satin Hands

Treatment when she arrives. At the right are the directions so you can become familiar



with the steps for this wonderful pampering system!

### SATIN HANDS

- Step 1.** Massage a small amount of Mary Kay Hand Softener into clean hands and between fingers. For added hydration, dampen skin with water prior to applying.
- Step 2.** Dispense 1-2 pumps of satin smooth hand scrub, massaging into hands and between fingers. Rinse well and pat dry.
- Step 3.** Massage Satin Hands hand cream into hands and between fingers. Provides instant hydration to condition and moisturize for hours.  
Works like an invisible glove to fight dryness and flaking.



**NOW YOU HAVE SATIN HANDS!**



# What your debut might look like...





## A few thoughts and a checklist for these last few days before your Business Debut

- \_\_\_ You should go ahead & start calling (if you haven't already) to confirm guests for your debut. THIS is the MOST important element of having a successful event. If she can't make it, ask if you could borrow her face & schedule an appointment with her RIGHT THEN!
- \_\_\_ Go over the Business Debut Checklist once more!
- \_\_\_ I will arrive 15-20 minutes before. Is your recruiter also coming?
- \_\_\_ Don't worry about the itinerary. It's simple, & we always have a great time. I know yours will be fabulous. Don't be nervous; I do all the talking.
- \_\_\_ Put a Look Book, Profile card, Sales ticket & pen all together to hand out to each guest. Look Books work best at this event. Beauty Books are used at facials & classes.
- \_\_\_ Highlight your date book with dates & times that you have free for Appointments & practice career talks. Our #1 goal is to BOOK your 30 faces in 30 days that night.
- \_\_\_ At the end, your recruiter or I will take their product orders, & you will schedule their facials/classes. If your client doesn't have her calendar, Pencil something in & let her know she can call you back if it doesn't work.
- \_\_\_ Have hostess packets ready to give to those who book classes. Find these on [www.JeniTjelle.com](http://www.JeniTjelle.com) under Resource Center - Favorites - Skin Care Class or purchase some from your director. You can also purchase skin care class packets from her too for when you do your first appointments.
- \_\_\_ Afterward, send a thank you note that confirms the date of her appointment & how she earns product for free with your hostess program.
- \_\_\_ I'm excited to get you started officially & to book that Power Start for you!

# **Your Business Debut is OVER....Now What?**

- Call or email anyone who booked a class tomorrow morning or afternoon and remind them about the free product they get when they give you a guest list of with 20-30 names, addresses, and phone #s within 48 hours.
- You'll want to mail out their skin care class invitations 14 days before the class. Extra invitations are available under Section 2 Promotional Items on the product order form. Some may have come in your initial order.
- Order or put together 30 skin care class packets. Information on how to do this is on [JeniTjelle.com](http://JeniTjelle.com) under Resouce Center - Favorites - Skin Care Class.
- If you haven't already, set up your Propay account. Go to [www.marykayintouch.com](http://www.marykayintouch.com) and click on MK Connections, then on Propay. After this is done, go to [www.propay.com](http://www.propay.com) and process any credit card purchases from your debut.
- Complete your weekly accomplishment sheet on [www.marykayintouch.com](http://www.marykayintouch.com).
- Place a product order to fill any incomplete orders from the debut. Go to [www.marykayintouch.com](http://www.marykayintouch.com) and click on Online Ordering, then Create a New Product Order.
- VOX your director with the totals from your debut –
  - Who was the leader of the group?
  - How many people were there (over 18 years old)?
  - How many classes (3 or more people – gave a hostess packet) did you book?
  - How many facials (1 or 2 people) did you book?
  - How many sets did you sell?
  - How much did you sell (add subtotals, before tax, on all sales tickets)?
  - Who is listening to the hotline and when are we doing a 3-way call or in person follow up with them for your Pearls of Sharing

***Your 30 days for your power start begin when you do your first face! Be sure to let your director know when that is! GOOD LUCK!***