Virtual Party Guide pt. 2:

Documents and Before & Afters

The goal is always to sign someone up on the spot, so I ask them the questions on the I’d Love Your Opinion Sheet (see below)

You could print and send or simply walk them through the questions after they've made their purchase. If they're not signing on the spot, this is the script that I go to:

“Stacy there’s just 1 more thing I’d like to say because I believe it, I really do, I think you could be good in Mary Kay. With the proper training do you think you could do most of what you just saw me do? (Yes) Okay well it takes me about 20-30 minutes for me to show you how easy it is to get started and how simple it can be to start earning $1000, $1500 maybe an extra $2000 extra cash each month. Would an extra $1000 a month part time be great cash for you right now? (Yes) Okay awesome! Well my schedule is kinda tight, so would you rather go ahead and talk about it right now or is tomorrow early in the day or later in the day better for you?”  
BOOK IT!- face to face or virtual  
Booking it is the key, it keeps people from changing their mind. “Great! Because we’re gonna meet tomorrow I’m going to take $15 off your bill! Yay! You just got an instant rebate because we’re gonna talk tomorrow, I’m so excited!” (Now it’s going to cost them $15 not to meet you)

If they’re not wanting to do any type of follow up here, you can let them know:

“I’m looking to book 5 Virtual Glamour Sessions in the next two weeks. I’d love to customize a color look for you! If you were to do that, what usually works better-weekdays or weekends?”

Essentially, your ultimate goal is to set up your next exposure/appointment/layer with your new customer! The first appointment should never be the only appointment.

Documents To Mail & Reference

Referral Sheet: To use in the referral game during the party

Set Sheet: To close the sales

Marketing Sheet(s): To share the opportunity

Hostess Flyer: To remind them of their hostess perks

I’d Love Your Opinion Sheet: To get their feedback

Keep reading! At the back of the guide, we have some before & afters that you may like to share.













