

Holding a Facial vs. Holding a Skin Care Class

By:

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Holding a skincare class or a Mary Kay party is really a mentality. It's making a decision that it maximizes the use of your time by seeing multiple people instead of one person at a time. It's making a decision that you are going to increase the odds of finding your next team member because you are going to be meeting more people at one time than at a facial.

Over the years we have called them Mary Kay Parties, then skincare classes, now we are calling them parties again. It really doesn't matter what you call them. It's doing a facial on someone when she has a couple of girlfriends over to play make-up, to get together, to enjoy one another, to try the product.

There are two ways that I have found to be very helpful to me in the group situations.

One is the half-back buying coupon. When a woman spends \$80-\$100 or more from you, it is easy to get her to turn her follow-up into a skin care class. I simply say something like this - You know she's bought a bag full of product (i.e. \$180 of product). "Oh, my gosh! Mary Jane do realize that with your purchase today you are going to get \$90 of free product! Do you want me to tell how you are going to be able to do that?" She will of course say "Yeah". "All you need to do when I come to do your follow up, have it with 4 girlfriends who don't have a Mary Kay Consultant, hold it on your original date, and you are going to earn \$90 in free product!" It is absolutely to get that next skincare class booked. So right then and there I have the 1/2 back buying coupon, we write the date down, the amount down, I give her the coupon. If I don't have the coupons with me, you can mail it to her and follow up on the phone and it is just as successful to do it that way as well.

So she doesn't buy \$150 worth of product. Several ways that you can book a skin-care class. First of all every basic skin care person or new customer that you have is entitled to check up/follow up appointment. And we talk about the follow up appointment all the way through the class. Now when I book the facial, I will say "Hey, I have a great idea. Why don't you share your follow up with a couple of your girlfriends! I would love to get their opinion of these brand new products and then you could earn some free product, too! What do you say get together and have a little get together and play make-up!" Keep it very low key! Book the facial first then turn it into a skincare class.

Decide that you want to maximize your time. When you talk about the check-up facial, don't talk about the check-up facial, talk about a check-up class. Try, "Now when we get together next for your check-up class, " Just see what a different message it adds to planning things. So, when you are on the phone today, lets have the mindset to get group events booked to maximize the time that you have!