

Second Facial

Adapted from Bernice Hartwell

Find 7 places you can mention the second facial and other appointment choices Schedule the SECOND FACIAL immediately after filling out the Sales Ticket. Do not ASK..... Tell..... it's your "job" to follow up to see if all is OK and she is happy with her products. *"Mary, I need to see you in the next couple weeks to check your program.... Let's look at the calendar right now and see what's best for both of us."*

Here are 7 that I recommend:

1. In the beginning... *"I'd like to thank our Hostess _____ for inviting us here tonight. One of the nicest compliments you can pay me is to introduce me to a few of your friends at your second check-up facial."*
2. ASK them, *'How do your hands feel?'* (we have already done Satin Hands) *"anyone have dry heels? Your feet will feel as good as your hands. That should save you the cost of the product in pantyhose and socks that get holes in the heels. We really need to get together for a Foot Spa!"*
(1st Booking invitation)
3. At the start of your class, *"Mary Kay entitles you to 2 facials - one to introduce the personalized hygiene systems and supplements and a second one in the next 2 weeks to check your progress and make any adjustments in your skincare program."*
4. When you finish the skincare portion and are reviewing the steps again, tell them at their second facial they learn about other skincare supplements.
5. When you begin glamour. *"How many of you know everything you ever wanted to know about color application?"* It's designed to get a **"NO"**. *"Tonight we will only be doing very basic glamour, BUT at your second facial you will experience a complete LOOK... (show the "looks" in the LOOK BOOK and ask the one who is most excited 'would you consider having a glamour class?'... and then ask each person at the table, "wouldn't you LOVE your own glamour class? We will find a time especially for you at your individual consultation".* **(2nd Booking invite)**
6. When doing your close, always talk about all the items we won't be using tonight. *"Does anyone enjoy going to the 'spa?' well at your second facial we can introduce the body care products instead of our usual Satin Hands. We can use one of our luscious fragrances or you can have a 'spa night'.* **(3rd booking invite)**
7. When you close individually, tell them a favorite way to earn FREE Mary Kay products is to share their second facial with 2 or 3 of their friends. **(4th booking invite)**
8. During any Holiday Season as each guest is at the individual close, always mention your Open House, guest events, etc.