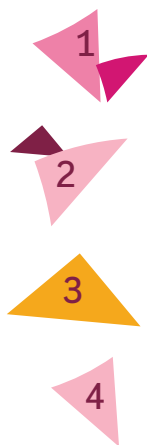


DIAMOND POWER START 60 Faces in 60 Days Challenge

In honour of our 60th Diamond Anniversary, we want to challenge each of you to book 60 facials in 60 days! As our Founder, Mary Kay Ash, said, “Decide to take leadership over your future and set goals. The difference between top and bottom people is the difference between the goals that they set – so become a goal-setting, goal-inspired, goal-achieving person.” Then, now, and always, these words remain relevant to us all as we define the course of our lives and businesses. Let them spark the desire to set and achieve this dazzling goal. We know you can do it!

BOOKING TIPS



1 Reach is important so you will want to leverage tools including social media, email, text messages and calls to connect with as many women as possible.

2 Offer a variety of ways to experience a facial. Do it in person, virtually or by holding a party. By being flexible and offering a variety of ways to participate, chances are that people will be more likely to hold their appointments.

3 Offer the hostess perks as a way to earn products and to get a group of women together. This helps you move toward your goal more quickly and creates a fun atmosphere.

4 Share that booking facials allows you to connect with and get support from other women. Tell them you are participating in a challenge and that you need their help to reach your goal. Women love supporting other women!

PARTY IDEAS

Here are a few names of beauty parties that you can use to create some excitement, interest and fun!

- Express Spa / SPA
- Flawless Face
- Lovely Lashes and Wow Brows
- Fragrance
- Gifting
- Glam & Go
- Happy You, Happy Skin
- No Filter Beauty
- Lips
- Eye Fanatic



**DIAMOND
POWER
START**

60 FACES 60 DAYS

SAMPLE OPENINGS

The following suggested openings can help you get started toward reaching your 60 Faces in 60 Days Diamond Power Start. Feel free to adjust them to meet your communication style so they sound and feel natural to you.



Phone or In-Person Opening

Hello, _____! It is so good to hear your voice and to catch up with you. It's been a while. I hope you and your family are doing well. All is well on my end. I did want to let you know that I am participating in a challenge that I'm really excited about. I've accepted a challenge to share 60 facials in 60 days, and I need your help to reach my goal. I would love to book a facial with you next week! We could reevaluate your skin and see how your skin care can be updated. Plus, I've got some great new skin care products to share with you. Would next Wednesday work for you?



Text Example

Hi, _____. Wanted to follow up and offer a couple of dates for a Fresh Face party. Would next Friday or Saturday work for you? Just reply when you get a minute, and we'll get your facial booked.



Warm Chatter

Excuse me, _____ but I would like to introduce myself. My name is _____ and I'm a Mary Kay Beauty Consultant. Here's my card and if you have a couple of minutes, I want to tell you about an exciting contest I'm participating in and would love for you to be one of my models. All we need to do is schedule a virtual or in-person appointment, and then I will walk you through our skin care products. Would next Thursday or Friday work for you?

FOLLOW-UPS

AFTER THE BOOKING



Contact your customer **2 Days** after her first appointment to see how she likes her new product.

Check her progress **2 Weeks** later at her second appointment.

Contact her every **2 Months** for reorders or to suggest new products.

OVERCOMING OBJECTIONS

Overcoming objections is another key tool to use when following up with customers. Empathize with the customer, and let her know that you want to do everything you can to make this facial convenient for her. Offer to schedule a virtual one-on-one, and then you may want to send a link to the Look in advance of the facial so she can get excited about the products. Or sending her samples will also give her a chance to try the products and help her feel good about keeping her booking.