

GET THE PARTY STARTED!

Parties are an effective way to work your Mary Kay business full circle. In fact, holding parties can make all the difference because from parties can come sales, additional parties, regular customers and team members. Plus, Mary Kay parties give your customers a chance to try products, which is not something they usually get to do without buying the products first!

STEP 1

FINDING HOSTESSES

Potential party hostesses are all around. Start with your customer list. Would any like to earn free Mary Kay® product? That's a hard-to-resist offer! In addition to hostess rewards based on party sales, you may want to reward her with special gifts based on criteria you choose. For example, you could reward her when she holds a party on the originally scheduled date. Or, you may choose to donate a portion of party sales to the hostesses favourite charity. This can be effective as it demonstrates your commitment to giving back to the community just as Mary Kay does through its Pink Changing Lives® initiatives.

STEP 2

INVITATIONS*

Send fun email invitations with customized party themes to your hostesses' guests. Maybe it's a Love Your Skin party, or some much needed pampering at a Spa party. You and your hostess have options. And if you're creative, invent your own party theme!

You also can link *The Look* eCatalog and the Mary Kay® Virtual Makeover to the invite.

STEP 3

FOLLOW UP

A second appointment focusing on colour products makes your Mary Kay business unique. The follow-up ensures the products your customer purchased earlier meet her needs. It also gives you a chance to share another – more colourful – layer of beauty! Ultimately you want to build a relationship that your customer can grow and rely on.

TIP!
Your guests will appreciate your respect for their time. Always do your best to begin the party on time and end it promptly.

*Prior to contacting referrals (class guests, prospective customers, potential new team members or hostesses) via telephone or e-mail, you should consider whether such communication is consistent with provincial and/or federal "do-not-call" and/or "spam" and/or privacy laws and regulations. For more information on Canada's Anti-Spam Legislation, visit the Resources tab on the MKOC®.



DIGITAL DIVA



Check out these online and digital tools to help you in your Mary Kay® business.

- Mary Kay® *Show and Sell™* App is based on the *Beauty Book* and may be presented either on your iPad for an individual or small group, or on a TV screen. You can customize your presentation based on your guests' ages, skin types and personal preferences. If you use the TV feature, you can still view your notes from the *Beauty Book* Instructor's Guide, which remains viewable only to you on your iPad.
- Mary Kay® Regimen Advisor is a fun way to help your customers identify their skin care needs in a flash! You can find the model image who most closely resembles the appearance of your customer's skin and the perfect daily skin care regimen instantly appears. Choose from Easy Beauty or Early, Moderate or Advanced Signs of Aging. Touch the Eyes, Lips and Face buttons to get personalized recommendations for those areas that need extra TLC. Then email your product recommendations to your customers so they can shop with you online on your Mary Kay® Personal Web Site.
- *Love What You Do* Market the Opportunity app encompasses everything you need to share your love of Mary Kay – and your own business. From company facts, Mary Kay Ash's personal story, recognition and rewards and more, the app offers a visually stunning overview of Mary Kay's rich heritage and all the factors that make it a viable career option today.

All apps available on the Apple App Store or Google Play Store.



We asked **Independent Sales Director Carol Hinch-Croteau** of Oxford Mills, ON for suggestions on creating amazing Mary Kay parties. From booking tips and hostess rewards ideas to party tools and activities, here's what she had to share.

Do you have any suggestions for finding potential hostesses?

Bridal, baby and women's trade shows and craft fairs are great places to find hostesses. I also put out facial boxes for Valentine's Day and Mother's Day. Host a customer appreciation night with restaurants and businesses where you offer a free pampering session for them and their girlfriends or the staff of the business.

How do you go about inviting guests? How many guests do you recommend having at a party and why?

I recommend working smart by having five or six guests. It leaves you time to do an individual close with each of them at the end.

I email the hostess within 24 hours to give her the confirmation date and time of her party along with my hostess program offer for the month and ask her to send me her guest list within 48 hours either by phone, email or text.*

I offer a goody bag to all the guests as an incentive to have the hostesses girlfriends participate, so it's important for me to get the names of the guests so I can find out what each of them would like in her goody bag – that extra touch to make them feel special. I find goody bags ensure great attendance (5-6 guests) at each party I hold. It works for kids, after all! Who doesn't love receiving a goody bag at the end of a party?

Just remember that it's all about what it's in for the hostess and her guests and making each one of them feel special.

Do you reward your hostesses? If so, how?

Yes I reward with \$100 worth of Mary Kay® products for free. I created a flyer and ask them to choose to complete four items from a list (i.e., \$25 for holding the party on the original date; \$25 for over \$250 in retail sales; \$25 for two bookings; \$25 for learning about the business opportunity) and the date of her party and location is confirmed at the bottom.

Stay tuned for the next issue where Carol will share booking tips, party format suggestions and offer advice on how to close!