

BE PROACTIVE THIS WINTER!!! Will the winter happen to you, or will you make this winter happen???

Be A figure it out girl...THIS is the class to use if you are sitting around worrying about your Mary Kay in the bad weather when your appointments and customers are snuggled in to miss the storm.

VIRTUAL MAKEOVER---SNOWDAY EDITION!!!!

You will be connecting with an existing customer, a regularly scheduled appointment that is rescheduling or cancelling because of the weather, or fun loving friend and asking her to play.

We call it 'the Mary Kay virtual Makeover, Snow Day Edition'!!

This is quick and easy and will be about a 20 minute appointment.

TIPS

You will have to PLAY with your customer (**OUR BEST ADVICE is that you personally play with the makeover tool before you try and lead someone through it.**) It should be interactive and fun!!!

- BEFORE you connect with anyone, you will have to take a selfie of yourself, email it to yourself, save it to your desktop and upload it when you are on the makeover tool.
- You will play along WITH your guest, although YOU, the consultant, are in charge and calling all the shots, you have to play together and keep the fun going.

THINGS YOU WILL NEED

1. **BEFORE YOU MAKE ANY CALLS, set yourself up. You will have to log into your email and have your website up and ready to go**
2. **Foundation Shade Comparison Chart....from product central. AMAZING TOOL!!!**
Product central>comparison shade charts>concealer/foundation>Foundation and compatible products with shade recommendation
3. **Bullet point script.....**
4. **The Customer Profile card and/or sales order tickets if she is an existing customer so you can see if she needs other products**
5. **Blank Customer Profile card for new customers**

Again, you are calling:

1. Cancellations
2. Customer service calls/ stand out customers
3. Friends ...sparkly and fun people who love color and you!!!

SCRIPT#1 (call the day before your scheduled appointments to confirm, especially when there is inclement weather in the forecast)

Hey girl, just wanted to tune in about our appointment tomorrow...there is snow in the forecast... here's the thing, I'm coming for ya anyway...I'm happy in the snow and I can't wait to see you! However, I'm not nuts, so, if its crazy snow. I'm not gonna drive, and I don't want your guests to have to drive either, but I will have something special for us both to do in our pajamas warm and cozy in our home, so keep that time for us, K?. Call you tomorrow.

SCRIPT #2: (used ON a snow day for really good customers and your happy friends and you don't already have an appointment set with them)

Hey girl, it's Stef, your most favorite snowed in Mary kay lady! How are you??....I'm so excited, I've been waiting for this snow day because I am launching our brand new Mary Kay Virtual Makeover, The Snow Day Edition. It only takes about 20 minutes... Wanna play??

OBJECTIONS:

No computer- Oh, you're going to have to see me in person then!! you get the booking)

Kids Running around- No problem! It doesn't have to be quiet, they might enjoy watching you do it.

I'm cooking/doing an activity- this is totally informal, I'm in my pajamas with soup on the stove...let's play.

When they say YES: Grab some tea and sit by your computer...you're gonna die it's soooo fun!

The APPOINTMENT (this is a free-form script.....have fun and stick to the outline, but play with your customer!!)

OK, the first thing we have to do is get a photo taken of you. I want to do the makeover with you on YOUR FACE...it will be fun!! Have you ever taken a selfie? Ok....do that, Take the picture smiling but don't show your teeth....its looks weird in the makeover if your teeth are showing...

and shoot it to me in a text or email. Then I will save it to my desktop and so will you. Perfect. Now,

*Log into my marykay website! www.marykay.com/suzieque, let me know when you are there.

Ok, click on **tips and trends** at the top, then click on the **makeover and beauty tools**, then click on, **get a free virtual makeover**.

If they do not/wont/can't take a photo, do this:

I'm doing the same thing to my face that you're doing to yours, then at the end we can send each other our makeover pics...

Ok....let's take a picture. If you can't take a photo with your computer, you can upload on that you have saved on the device, or you can use one of the models.

TAKE THE TIME TO TAKE THE PICTURE!!! It's totally fun!!!!

Ok....good...now, pick a Look, for fun! **One of the makeup artist looks.** Ok, now we are going to take a moment to **retrace** anything that isn't lined up well.

Talk her through the retracing so that the color lays well on the face and features. ***you can use this tool at any point in the makeover*

After we retrace....OK, NOW CLICK ON CLEAR ALL, AND WE WILL CUSTOMIZE A LOOK FOR YOU.

FACE

1. Foundation- Pick the one that you wear... Adjust the coverage make it 100%
2. Concealer (consult the comparison shade chart)
3. Highlight Pen (consult the comparison shade chart)

OK, now we are going to talk about color. I have a palette here that is universal....meaning it looks good on everyone. It was designed specifically for us by Global Makeup artist Gary Parson, who did a workshop with us recently, and he chose these colors.

The first thing you need to know is that the colors he chose, especially for the eyes and cheek, are all matte colors and neutral colors, so they will look good on any lighter skin tone at **any age**.

UNIVERSAL COLORS (for the Custom Compact)

Light skin tone:

Cheek color: Citrus Bloom-a peachy pink color that goes well with every skin tone

Eyes: (ask your customer to pick the application technique that they want to use)

3 eye colors:

Highlight: Sweet Cream (for younger faces swap in a shimmer like moonstone or crystalline)

Midtone: Hazelnut or Driftwood

Accent/contour: Espresso

Lip Liner: Neutral, and pick the lip coverage that you would like

Lip Color: Sunset (not too pink, not too orange, but a little brighter than a neutral, wakes up the whole color look and brightens the face)

LipGloss: Fancy Nancy (it's a best seller and looks great with Sunset)

Deep Skin Tone:

Cheek Color: Citrus Bloom

Eyes:

3 eye colors: (ask your customer to pick the application technique that they want to use)

Highlight: Gold Coast

Midtone: Espresso

Accent/Contour: Coal

Lipliner: Chocolate or Dark Chocolate

Lipstick: Gingerbread (works with every possible bronze skin tone and looks great on all from light to deep)

Lipgloss: Beach Bronze (lightens the gingerbread if it's a little dark, and gives a gorgeous shine)

Eye Liner- Black – **cat eye 100%**

Mascara- choose either **ultimate**-(Mary Kay calls it the only mascara you will ever need because it lengthens and thickens),

OR Lash Love Lengthening (it lengthens and defines...that's my favorite) **go to 100%**

Alternate:

Blush – Play (safe colors- shy blush, golden copper)

5 min out the door color wash look

*Eye Color- Play (pop/neutral –*sweetplum, *rosegold, truffle) moonstone – highlighter for everyone*

Alternate for lip play with new glosses:

***Lips:** color wash, easy breezy, 5 minute out the door look.*

***lip gloss,** brand spanking new amazing glosses, they are long wearing, almost like a lip stain.*

***Sunblossom** is totally neutral or **shock tart**-it a pop of color*

Layered Look –you can wear 3 at once to create a gorgeous layered look....here I will send you a pic of me with these 3 colors on....check your phone

Ok, now we are going to play with hair....how fun....pick a new hairstyle you have been dying to try!!

Before and After

Ok, now you are going to flip out....go to the '**before/after**' at the bottom there...click on that, and now swipe that back and forth!! Isn't that insane?? How fabulous do you look???

Now I would like you to save that photo....email it to me

(Take your customer through the sharing features, and get her to email her finished photos to you, especially if she continues to play)

You can even add 'effects' (make yourself the cover of the look book!!!)...if you love it.....load it up to Facebook!!!

CLOSE

"I had so much fun with you today!! Is there anything in your makeover that you are dying to have? Let's click on the "What I'm Wearing" at the top of your photo and take a look."

If your customer orders anything you tried, and even if she does not, make sure you ask:

"Before we get off the phone, is there anything that you are running low on, or is your face needing some winter love? (Find out if there is anything going on with her skin that you can help her with--- winter dryness can be a big problem.)

Listen to her concerns and make some recommendations.

Some awesome winter products are:

Microdermabrasion,

Skinvigorate Brush

Replenishing Serum +C

The Hydrating Gel and Intense Moisturizing Cream

Satin Hands and Satin Lips.... (All of these products are also Gary Parson **MUST HAVES for EVERY WOMAN!!!**)

Anything that is YOUR 'GO TO' when your skin needs some TLC.

Make sure you ask, and be willing to provide that excellent Customer Service, Send samples, and remind your customers of that 100% Satisfaction Guarantee.

When she orders, Take her payment, and decide together on delivery. This is an awesome opportunity to book a skin care party (especially if she has not had one yet!!) and have her invite some friends....

Ask, "One last thing, would you like to know how I can credit you back what you have spent today?"

When she says Yes: "Great!! When can I see you? Because when you see me and invite some friends along, I will credit you back in products that you love the same amount you have spent today!!

Which is better for you, during the day or in the evening....."

Book her and get the guest list!!