

POWERED BY THE

party!



**Grit with Grace Goelzer
National Area presents**

Engage to Elevate

**November 1st → November 8th →
November 15th → November 22nd**

6:30-8:00pm CST

Welcome



BE SURE YOU ARE IN THE
POWERED BY THE PARTY
GROUP ON FACEBOOK!

SCAN HERE FOR
FACEBOOK GROUP



<https://www.facebook.com/groups/poweredbytheparty>

You'll find the weekly video links there! Please contact your Sales Directors with any questions you have.

"THE ONLY PLACE SUCCESS COMES BEFORE WORK IS IN THE DICTIONARY."
-Mary Kay Ash

Dear Women of Excellence,

Your Sales Directors & I are so humbled, honored, and excited that you have committed your time, energy, and heart into this 4 week Engage to Elevate course. I still remember my first advanced training course - I was a new consultant & it was life-changing. I learned great business habits that have served me well throughout my 20+ year career!

I believe that one of my jobs as your National Sales Director is to:

1. Inspire you to believe in yourself
2. Empower you to see beyond today
3. Challenge you to be the best version of yourself

Will this 4 week journey be easy? Probably not - but what is easy is seldom worth it! I pray that you are willing, capable & ready to learn, grow & work to change your life and the lives of the people God has entrusted to you!

Here are some suggestions to make your **Powered by the Party** experience **INCREDIBLE!**

- Our sessions will begin right at 3:30 Alaska | 4:30 Pacific | 5:30 Mountain | 6:30 Central | 7:30 Eastern. Plan on being at your viewing hub or computer (or other device) a few minutes beforehand so that you have clicked the video link & are ready to go!
- Show up each week and EVERY day with a positive attitude of EXPECTANCY, knowing that you are in the RIGHT place. Do not take anything personally. It is your job to receive the information on your end from the place it was intended - with LOVE, the desire to see you grow, and for YOUR BEST FUTURE!
- Have your snacks and drinks by your side so you don't miss a thing!
- Get caffeinated. I know it's a long session. You will be sitting for 75 minutes straight. We need you awake, alert, and giving us feedback! Post to our Engage to Elevate Facebook group as we go along! We love to hear your A-ha's there!
- **Technical difficulties do happen despite our best efforts.** If something were to disconnect the link please pay attention to the Facebook group for a new link or instructions.
- Please make sure that you are in the **Powered by the Party E2E** Facebook Group - this link has been emailed to the address you provided upon registration. If you are having trouble accessing the group - please reach out to your Sales Director. This group is the main way that we will interact. If you don't have Facebook - GET IT :)
***The viewing link will change each week and the "Announcement" post of the Facebook Group is where you will find it 8 hours prior to each session.
- If you have children, please get coverage so your attention is not divided & you can receive what you need. Yes, even angel children :)
- You won't need a notebook - you can take notes right here in this workbook!
- Per my National Sales Director Agreement, PLEASE DO NOT RECORD ME IN ANY WAY. Snapping photos of me online is great (so long as you make me look fabulous!) We will have recordings and scripts that we go over made available to you.

Meet NSD Heidi Goelzer

Heidi became an Independent Beauty Consultant in July of 1997. After her husband Christopher, a Lutheran pastor, graduated from the seminary she made the decision to quit her teaching job to stay home with her two small children and live on LOVE. Heidi quickly realized that she wasn't good at staying home, as she did not like to cook, clean, decorate, and do all the things expected when one stays home.

Heidi was reluctant to start her business because she had never sold anything before, but she was excited to have some adult time. From a \$7 first party, she went on to earn the use of her first Career Car 10 months later. Heidi realized that anyone could be successful in Mary Kay if they were willing to do the work. She went onto debut as an Independent Sales Director in 1998 and as a National Sales Director in 2012.

Some of her career highlights include:

- Heidi has earned 11 cars - 9 of them being the prestigious Pink Cadillac
- She has completed the National Court of Sales
- Heidi's unit was #1 in the state of WI
- She has lead her unit to complete the:
 - \$300,000 Unit Club
 - \$350,000 Unit Club
 - \$450,000 Unit Club
 - \$500,000 Unit Club 4 times
 - \$650,000 Unit Club 4 times
- As a Sales Director, Heidi earned Top Director Trips 4 times, traveling to Greece, Sweden, Spain & Maui
- She has been a STAR Consultant every quarter but 1 until debuting as a NSD
- She has been on NSD Trips to Beijing, Maui, London, Portugal, Spain, Argentina, Rome & the French Rivera
- She taught the new NSDs from **around the world** at New NSD Scholar Week

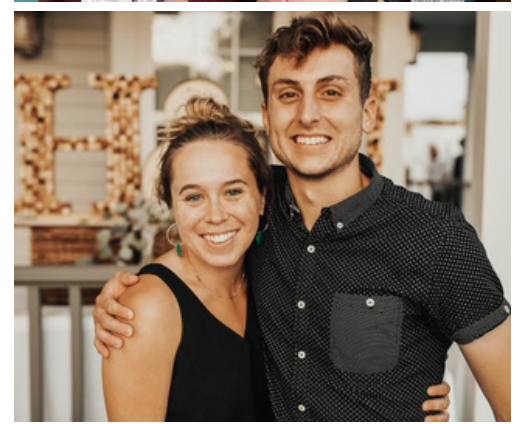
In addition to the all-expense paid trips from Mary Kay, Heidi and Christopher had an opportunity of a lifetime to take Christopher's parents to Paris, fulfilling a life-long dream of her Mother-in-law. She has also earned through her Mary Kay business a trip for her husband and son to hunt in the Arctic Circle, trips to Disney World, Virginia Beach, and Alaska 4 times for her family.

The Goelzer Area has achieved the Gold Circle four times.

Heidi is married to Christopher, a Lutheran pastor, and they have 4 fabulous children:

- Charis who is 27 and at 18, debuted as the youngest Sales Director to debut in her National Area (married to Paul, they have our grandchildren THEO & Adeline)
- Nathanael who is 24 (married to Mady)
- Anastasia who is 19
- Gabriel who is 12

Heidi loves that God has given her the Mary Kay Opportunity and the blessing to lead the Grit with Grace Goelzer National Area where we empower women to grow SPIRITUALLY, EMOTIONALLY, & FINANCIALLY.



Week One

INTRODUCTION OF E2E

HISTORY OF THE PARTY

VISION CASTING

TYPES OF PARTIES

BOOKING PARTIES



Engage to Elevate

AHA



BFO



WOW

WOM

WOY



E2E Introduction

Why did we choose this theme, especially in November - right before the holidays?

Mary Kay always has been and continues to be _____ from other companies.

_____ change, _____ change, and even _____ have changed. But it's the strength of a company's _____ that will determine whether or not it _____.

The Mary Kay Philosophy rests upon three simple & beautiful ideas:

1. The most important is the _____
 - a. Treat _____ as they themselves would like to be treated.
2. _____ first, _____ second, _____ third.
3. Belief in the beautiful _____ inside each and _____ human being.

(excerpts from Miracles Happen - chapter 21 - Mary Kay Ash)

Our Directors believe with every fiber of our being that these philosophies are best carried out in the _____
_____!

E2E Introduction

When we learn how to hold _____ and simply do them over and over again - _____ we want from our businesses will come:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

We can _____ and _____ you.

It is up to you to take the content, inspiration, and hope provided and _____ something with it.

"One of the greatest _____ is between the _____ and the _____." - John Maxwell

Our prayer is that you take and _____!

The History behind the Party

Mary Kay Ash had the desire to give consumers the _____ to learn about skincare and cosmetics in a natural, relaxed environment before they buy a single item.

Most women do not _____ why they are buying products. They just choose a cream from one department store and a cleanser from the drugstore.

To accomplish teaching women the reason why to purchase the product, she created a small sales presentation or, the _____ for no more than _____ - _____.

While other direct sales companies stressed “parties” and asked a hostess to provide 12-25 people for the product demonstration, Mary Kay realized that such a system created numerous problems.

1.

2.

3.

The History behind the Party

Mary Kay wanted beauty consultants to work with small groups so that each person would receive _____.

When instructing 5-6 people, a beauty consultant can _____
_____ of each woman and answer every question.

She can teach a woman how to cleanse her skin, how to make her lips look fuller, and how to contour the face.

Personalizing the beauty process became our _____.

Mary Kay wanted every guest to leave a skincare class knowing how to properly maintain healthy skin, as well as the best ways to use cosmetics to enhance her own natural beauty.

In a _____, each woman can learn to apply her own makeup in front of her own mirror and in natural light. Once the instructional process is complete, she can correctly apply what she has learned today, tomorrow, and forever.

Mary Kay wanted the policy for the in-home skincare classes to be _____, _____.

Mary Kay knew that she would meet her next _____
_____ at the skincare class.

The History behind the Party

She did not want to recruit sellers on her team!

She wanted to recruit women with two specific personality characteristics:

1. They loved helping people
2. They loved presenting new ideas and important information.

All consultants love to present the products with _____ and in a knowledgeable manner.

Inventory

Mary Kay strategically identified potential problems that could happen in the sales process.

One problem she wanted to avoid was the difficulties encountered when the customer purchases a product and receives it two to three weeks after the purchase.

Women don't like _____ that long!

Mary Kay wants you to have an _____ amount of inventory. Be a smart _____!

The History behind the Party

Consultants should take an order, give the customer the product, collect her money the day of the sales presentation and restock her shelves.

No consultant is _____ to purchase any specific quantity, but those who do maintain an adequate inventory quickly learn that people will buy more readily when they can take their products home with them.



Vision Casting

Everything You want comes from a Party!!! Everything you learn from a party helps you be a successful consultant, sales director, and National sales director!!!

What would you like to get from every party or beauty session you hold?

You have 4 goals from every party...virtual or in person!!!

1. _____
2. _____
3. _____
4. _____

YOU WILL LEARN ALL THESE STEPS IN E2E!!!!

Vision Casting

This is what you will get from a MK appointment!

1. _____ 60/40 split

What will you use your profits toward?

You sell \$100- what is your PROFIT?

50% _____ 10% _____ 40% _____

2. _____

How will gaining _____ help you?

3. _____

How will making new _____ make you feel?

4. _____

5. _____

Practice builds _____ and _____
builds _____

Vision Casting

LOOKING at the NUMBERS

Average Number of attendees = _____

Average Party sales = _____

Average bookings = _____

Average nominations = _____

Average PPC calls set up _____

(PPC is a pink possibility chat or career chat)



WHERE would you like to improve?

Share this with your director and focus on BUILDING your
_____ and _____ in these areas.

What if you held _____ party per week?

What if you held _____ parties per week?

What if you held _____ parties per week?



What is your PARTY per week goal? _____

Start with a _____

SHARE YOUR GOAL WITH YOUR DIRECTOR!!! TEXT HER RIGHT NOW!!!

Types of Parties

Zoom Parties (with or without samples)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Posting Parties (no samples)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Facebook Live Parties (with or without samples)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Types of Parties

In-Person Parties

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Facebook Messenger Parties (with posts)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Facebook Messenger Video Parties

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Types of Parties

Facetime Facials

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Texting Parties

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____



Booking Parties

“YOUR _____ DETERMINES YOUR _____.”

– Mary Kay Ash

Watching women _____ their _____ is one of the things that has kept me _____ throughout my very short journey with Mary Kay. I, like you, started this business and had absolutely no clue _____, where to _____, if I was going to be _____, or if anyone would even pay attention to my small business and _____ my _____. But I knew if I was going to make my dreams come true, it all started with a _____!

The saying, “A _____ a day keeps the _____,” is the absolute truth! It is suggested that when you are out of bookings, you are out of _____, therefore, I am going to show you where you can find the best scripts and booking essentials to keep yourself in business.

Remember, you are the _____ of your own business, you get to determine _____ you work, _____ you work, and _____ you work with. _____ your work, then work the _____.

Below is a great website where you will find incredible scripts for booking parties, facials, and events, tracking sheets, and so much more.

www.heidigoelzer.com : The password for this website is gritwithgrace

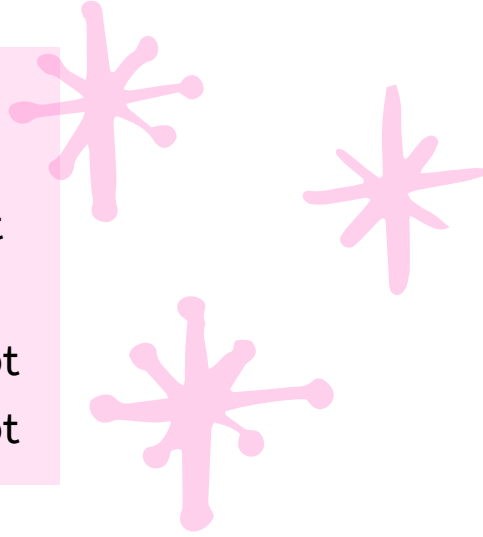
- For Booking/Coaching you will click on Education, the booking/coaching. Here you will find scripts to call or text family, friends, and customers.
- There is also a script to ask your customers for referrals or nominations so you can grow your business through support of your customers, family, and friends.
- For trackers to track your sales, growth, contacts, you will also click on Education, then Booking/Coaching.

Booking Parties

On the next few pages, I have included the trackers that my unit uses.

Keep in mind.....

- 2% book on the 1st attempt
- 3% book on the 2nd attempt
- 4% book on the 3rd attempt
- 10% book on the 4th attempt
- 81% book on the 5th attempt



One thing I suggest prior to making any booking attempt is to read your _____ out loud. One of my favorite affirmations for booking, recruiting, or even selling is: “I am amazing. Everyone wants to book with me (or join my team, or buy from me) because I am smart, kind, fun, and knowledgeable. I give excellent customer service every time. People love me because I make it my mission to bless them with my kindness, my words, my products, and my opportunities.”

You can create your own affirmation below:

Booking Parties

When I sit down to book, I make it my mission to get as many _____ as possible. Why, you ask? _____ responses lead me to my _____ responses. Use the _____ tracker or a Bubble Sheet for the week. My goal is _____ NO responses per week.

Write out your GOAL for number of NO responses you are committed to getting each week below:

Booking and selling is all a numbers game. If you give up on your first no, imagine all of the yes responses you just missed out on!

The big key to booking is to not take things _____. Think positively, pray before your booking attempts, and thank God after them, even if you get 0 bookings. Play the numbers, the numbers will pay out.

The last thing I would encourage you to do is to use your _____. With everything pretty much virtual these days, people no longer hear voices, they get texts and social media messages.

STOP AND USE YOUR VOICE. Press the microphone key and talk to them, let them hear the _____ in your voice, let them hear your _____, it's a total game changer.

There is no _____ in getting a booking, the _____ is within you. Mary Kay Ash once said, "In the heart of every successful person is "I CAN,"" Believe in yourself, believe in your gifts you have to offer others, and the rest just follows.

Weekly Income Producing Activities

name: _____
 week of: _____

Track your goals by entering the letter of each IPA that you complete - parties & facials are first priority and then sprinkle in a variety of other IPAs!

- A** 1 party (minimum \$100 retail sales + 3 faces)
- B** 2 facials or on the go appointments (\$100 retail min.)
- C** 2 new bookings
- D** \$100 retail in reorders or website orders
- E** 1 sharing appointment with follow up
- F** 1 guest attends training or guest event with follow up
- G** 7 new names & phone numbers
- H** 1 new team member

Goal:

Total Sales this week:

additional activities LEADERS do:

Reading 10 mins Daily

Affirmation Daily

Hotline (M-F)

Part-Time Consultant

Complete any 5 IPA's

1
2
3
4
5

Full-Time Consultant

Complete any 10 IPA's

6
7
8
9
10

Leadership & Car

Complete any 15 IPA's

11
12
13
14
15

Booking Attempt Tracker

Track 5 each day for Part Time Growth & 10 each day for Full-Time Growth

Monday

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Tuesday

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Wednesday

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Thursday

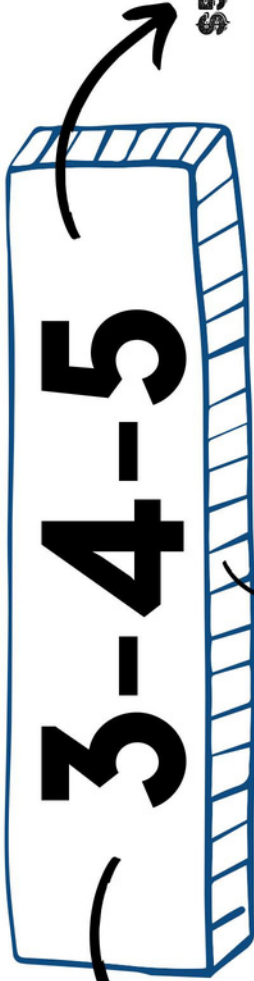
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Friday

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Winning Week

Turn in your Weekly Accomplishment Sheet at the end of your Winning Week.
File this tracking sheet.



\$500 RETAIL SALES

3 HOSTESSES*/9 FACES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Track More Faces Here

4 CAREER CHATS

1. _____ Response _____
2. _____ Response _____
3. _____ Response _____
4. _____ Response _____

Track More Chats Here

Customer Name _____ \$ _____
New Weekly Sales Total _____

Customer Name _____ \$ _____
New Weekly Sales Total _____

Customer Name _____ \$ _____
New Weekly Sales Total _____

Customer Name _____ \$ _____
New Weekly Sales Total _____

Customer Name _____ \$ _____
New Weekly Sales Total _____

Customer Name _____ \$ _____
New Weekly Sales Total _____

Customer Name _____ \$ _____
New Weekly Sales Total _____

Customer Name _____ \$ _____
New Weekly Sales Total _____

Customer Name _____ \$ _____
New Weekly Sales Total _____

Track More Orders on the Back

Week Of: _____

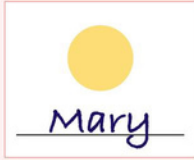
Wholesale Order \$ _____

(Should be at least half of Retail Sales Amt.)



CUSTOMER CALL SHEET

Track how many phone calls you make and how many appointments you book.



Fill in contact name.



Put a slash mark when you leave a message.



























































Put an "X" when you speak to someone.



Put a horizontal line when you send a text.



Fill in when you book an appointment!

 _____	 _____	 _____	 _____	 _____	 _____	 _____
 _____	 _____	 _____	 _____	 _____	 _____	 _____
 _____	 _____	 _____	 _____	 _____	 _____	 _____
 _____	 _____	 _____	 _____	 _____	 _____	 _____
 _____	 _____	 _____	 _____	 _____	 _____	 _____
 _____	 _____	 _____	 _____	 _____	 _____	 _____
 _____	 _____	 _____	 _____	 _____	 _____	 _____
 _____	 _____	 _____	 _____	 _____	 _____	 _____

Independent Beauty Consultant _____

Date _____

MARY KAY

DEALING with NO!

When someone tells you NO! cross out one of the NO's on the bottom of this sheet. Set a goal of getting all 100 No's crossed out within the next few hours [no kidding!]. If you want to see your business explode with growth, take this exercise seriously. Here is a hint that will make this easier. Triple up. Ask someone to...

// Become a consultant with Mary Kay. If they say NO, cross out a NO and ask them to...

// Become a hostess. If they say NO, cross out a second NO and ask them to...

// Give a customer referral. If they say NO again, you already have 3 NO's!

You will never be better at getting NO's than you are right now! The more you do this, the tougher it becomes to get those 100 NO's! You will find that a YES will creep in there every once in awhile. Don't let the occasional YES distract you from your primary goal of getting those 100 NO's!

Don't take this exercise lightly ... it works! Get those NO's now, while it's still easy! Don't wait until it's difficult for people to tell you NO! That time will come soon enough.

how fast can you reach 100 NO's?

NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO

Notes

Week Two

HOLDING PARTIES

COACHING PARTIES

GOALS OF A FULL-CIRCLE PARTY

Engage to Elevate

AHA

BFO

WOW

WOM

WOY

Holding Parties

I want you to _____, not _____.

How does holding a party help with time management?

- 1 _____
- 2 _____
- 3 _____
- 4 _____

IPAS at a party

IPAS individually

In addition to managing your _____, you need to manage your _____.

Parties are the _____.

Everything outside of _____, _____, and _____ on parties is _____.

When you master the art of _____ as your _____, everything else becomes _____ or _____.

Coaching Parties

Building Relationships In-Person

Building Relationships Virtually

Create your own
Google Form to
coach your
appointments
here



Hostess & Party Checklist

Hostess: _____

Address: _____

Date & Time: _____

Phone Number: _____

Hostess Plan: _____

"A PARTY WORTH BOOKING IS A PARTY
WORTH COACHING"
-MARY KAY ASH

FACIAL

IMMEDIATELY AFTER BOOKING

Begin to pre-profile live, on phone, or via text

Have you used MK before? Y N

Is your skin type best described as...?

Dry Normal Combination Oily

Do you have any skin concerns that you would like me to address?

Lastly, I will be putting together a little goody bag of samples for you! Would you prefer...?

Skin care Cosmetics

Mail a Handwritten Thank You Card

Martha, thank you so much again for helping me reach my goal! :) I just knew I could count on you! You've always been such a great friend. See you Thursday at 6:30 pm!
<3 Melissa

GUEST TO AN EVENT

IMMEDIATELY AFTER BOOKING

Text Reminder

Hi Martha!! I'm so excited for you to meet my MK Sales Director, Melissa!!! She is going to love you!! 😊 Let me know what you would like for your 50% off item for being my guest of honor? I would love love to wrap it up cute and bring it with me. 📍 See you tomorrow night at 6:30!! 📍 5205 N Ironwood Road Suite #203. Let me know if you need extra directions!!

Mail a Handwritten Thank You Card

Martha! It was so nice to meet you on Saturday!! Thank you for trusting me with your skincare routine... it means a lot to me. I just know you're going to fall in love with our Mary Kay Products. :) I'm excited to have you as my guest of honor next Monday at Studio Pink! I'm excited to see you with your new Color 101 look!
<3 Melissa

A COUPLE DAYS BEFORE THE FACIAL

Text Reminder

Hi Martha!! I can't wait to see you Thursday night!! I'm already packed up and ready to go!! 😊 Thank you again for helping me with my 30 faces challenge... so grateful for you my friend! 🙏

A COUPLE DAYS BEFORE THE EVENT

Text Reminder

Hi Martha!!!! I'm so excited for tomorrow!!! Hope you've been loving all your MK products!! Have a great rest of your day!!

AFTER THE PARTY

Mail a Handwritten Thank You Card

Martha, thank you so much again for helping me reach my 30 faces goal and kick start my business! I had a blast reconnecting with you. Can't wait to see you again next Saturday @ 2 pm and your friends will love it as much as you did!!
<3 Melissa

AFTER THE EVENT

Mail a Handwritten Thank You Card

Martha! Thank you again for being my guest of honor at Studio Pink! I'm so excited for your follow up party next week! In the meantime I look forward to servicing you with all the products you now love! So glad you won the raffle and can't wait to see all you earn at your party next week!!
<3 Melissa

Hostess & Party Checklist

Hostess: _____

Address: _____

Date & Time: _____

Phone Number: _____

Hostess Plan: _____

HOSTESS

IMMEDIATELY AFTER BOOKING

Mail a Handwritten Thank You Card

Sarah, thank you so much again for helping me reach my 30 faces goal and kick start my business! I had a blast reconnecting with you! I can't wait to see you again next Saturday at 2 pm and your friends will love it as much as you did!

<3 Melissa

Text Reminder for Guest List

Hi Sarah! Quick reminder to send me any friends that weren't on your original guest list for your follow up next week! 🌟

(text pic of how to get the most for free)

EVERY COUPLE OF DAYS

Updates

(Send her updates as people RSVP! If no one has RSVPed send the message below.)

Hey Sarah! I haven't heard from anyone on your guest list yet. 🌟 Have they been RSVPing to you instead? 🌟

THE DAY BEFORE THE PARTY

Good morning! I can't wait to see how much more free stuff you can get tomorrow!!

🌟 Remember...if you wind up with 6 guests, you get a FREE Satin Hands set! I'm prepped for you plus 4.

🌟 If you get 2 bookings, you get to choose a face brush or makeup brush set!

🌟 If you have any outside orders, you get HALF back for FREE! Your peeps can order right from my site at www.marykay.com/melissa.royce

THE DAY AFTER THE PARTY

Mail a handwritten thank you card.

Sarah, you are the best hostess ever! What a wonderful time I had in your beautiful home while getting to know your friends and family! Thank you for sharing them with me! What spectacular women!

I truly appreciate you!

<3 Melissa

GUEST TO A PARTY

IMMEDIATELY AFTER BOOKING

Text Invite Picture and Pre-Profile Her

Hi! This is Melissa and we are both friends with Sarah Miller! Is this Ashley?

(once she responds)

Hi Ashley! Sarah says you are coming to her pampering session Saturday night at 6:30pm 😊 Is that right? If yes, text back RSVP and to get your goodie bag from me!

If she says "no"

No worries! I actually have some gift cards saved for those who can't come for your own pampering session!! You can have one!! 🌟 Have you experienced Mary Kay before?

(follow up and book her as a referral)

If she says "yes!"

Thank you for RSVPing! I am so excited to meet with you! If you fill out this form, it will help me customize your experience for you! 😊
<https://forms.gle/DpzXQKxuRFm7vyVS6>

(check in with her every other day until google form is completed)

THE DAY BEFORE THE PARTY

Hi Ashley!! Happy Friday!! 🌟 Can't wait to meet you tomorrow at 6:30 at Sarah's home! So excited! 😊

(send a pic of her goody bag wrapped up cutely)

THE DAY AFTER THE PARTY

Mail a handwritten thank you card to all guests.

Ashley! It was so nice to meet you on Saturday!! Thank you for trusting me with your skincare routine... it means a lot to me. I just know you're going to fall in love with our Mary Kay Products. :) I am so looking forward to your 2nd appointment on Thursday at 6:30!! I truly appreciate you!!

<3 Melissa

<p>5 Stages of Purchase</p>	<p>1.</p> <p>*If there is no need, there will be no purchase</p> <ul style="list-style-type: none"> • Most important • Maslow's Hierarchy of Needs • Find a need & fill it 	<p>2.</p> <ol style="list-style-type: none"> 1) Internal = past experience or memory OR 2) External = no prior knowledge, uses advertising, work of mouth, reviews, friends' opinions, google 	<p>3.</p> <ol style="list-style-type: none"> 1) Functional Benefits 2) Psychological benefits 3) must be able to effectively assess the value 	<p>4.</p> <p>Influenced by...</p> <ol style="list-style-type: none"> 1) Atmosphere or environment 2) Time pressures & constraints 3) the presence of a sale 4) the shopping experience 	<p>5.</p> <ul style="list-style-type: none"> • How consumer feels about purchase determines if they will purchase again • Online reviews, word of mouth... etc • Consumer has ability to influence others
<p>Sell Sets</p>	<p>I need better skin, healthy skin, a new product that works better, convenience, a better price point, better ingredients, to shop with a purpose</p>	<ol style="list-style-type: none"> 1) I/My Mom bought this before 2) Conversation, Party Presentation, FB Posts, Skin Analyzer, MK App (Recommendations) 	<ol style="list-style-type: none"> 1) Convenience, Satisfaction Guarantee 2) Works Better Together 3) Worth my _____ 	<p>Set Sheets, Convenience, Individual Closing Questions & Experience, MK App, Website, Customer Service Specials</p>	<p>2+2+2, Golden Rule Customer Service</p>
<p>Booking</p>	<p>I need fun, down time, education, relationships, to win the prize, to help my hostess</p>	<ol style="list-style-type: none"> 1) Remembers going to previous parties 2) Comes to find out more/curiosity 	<ol style="list-style-type: none"> 1) I get hostess rewards 2) good for my spirit; helps my friend/consultant 3) Worth my _____ 	<p>Convenience, Book from a party, Helps Consultant</p>	<p>Repeat/Quarterly hostess; Influence friends to host</p>
<p>Nominations</p>	<p>I need my friends to experience this, to be supportive, to be a good friend, to help my consultant</p>	<ol style="list-style-type: none"> 1) Remembers she was nominated 2) Plays the game or is asked 	<ol style="list-style-type: none"> 1) Helps my consultant 2) Helps my friends 3) Worth my _____ 	<p>Convenience, Game, Peer Pressure</p>	<p>Comments on FB, Recommends to others, has your name in phone</p>
<p>Opportunity</p>	<p>I need fun, girlfriends, money, a change, rent money, security</p>	<ol style="list-style-type: none"> 1) Was a Consultant before (or someone she knows was) 2) Has been layered 	<ol style="list-style-type: none"> 1) Half Price/income, low risk 2) Positivity, Recognition 3) Worth my _____ 	<p>Emotional Purchase, Convenience, Support</p>	<p>New Consultant Experience</p>

Notes

Week Three

HOW TO ACCOMPLISH THE 4 GOALS
OF A PARTY

RECRUITING

BOOKING & SELLING SETS

INDIVIDUAL CLOSE

Engage to Elevate

AHA

BFO

WOW

WOM

WOY

Recruiting

Smash ANY limiting beliefs like

- 1 _____
- 2 _____
- 3 _____

When you _____ limiting beliefs to sneak in you are allowing yourself to make the decision for me instead letting them decide on the business or not. You are a business owner, your _____ is to share the marketing plan with each willing person.

Create your _____; each time you book a party you have an agenda to work through.

See HeidiGoelzer.com for great hostess coaching sheets or reach out to your recruiter to see what she has in place.

My system is to share before the appointment

- 1 _____ on HeidiGoelzer.com
- 2 _____ provided by your director
- 3 _____ recording

Before the party starts you have already started the _____ process, most women take _____ layers to make a decision.

Recruiting

Whether you are in person or virtual the party has the same _____ or feel. You will share your I-story during the party.

1 share _____

2 share your _____ if you have made one

3 share Mary Kay's _____(flip chart)

I want to encourage you to take some time and create your story to share. You are writing your story each day

At your _____ there are two important questions:

1. Would you be interested in joining Mary Kay to make extra cash or build a savings?

2. Who do you know that might want to build their savings or needs extra cash?

Incentivizing is always a great option; take the _____ out of your eye to see the _____.



5

RECRUITING QUESTIONS

CHERYL WARFIELD

NAME

DATE

1. If in your wildest dreams you would decide to do what we do, and you bought the \$100 starter kit, and we taught you how to do this, and you are accepted by the company, what would you enjoy the most?

2. What qualities do you have that would make you an asset to Mary Kay?

3. It takes 2-3 hours to hold a group appointment, how many would you like to hold in a week?

4. If we teach you, will you learn?

5. Should you decide to join Mary Kay today, and I know you are not interested, it costs \$100. I do have inventory, that is not required but we all know that it is smart. But that's a separate decision.

The first decision, if you should decide to join Mary Kay, is how would you handle the starter kit?

There are 6 ways to pay for it: MasterCard, Visa, Discover, American Express, cash or check. How would you pay for it?

Booking & Selling Sets

How you offer follow up

- _____ are the _____ of our business!
- Your job at a party is to ask _____ for a 2nd apt, and get at least 2 new bookings!
- Romance the _____ with the hostess!
- Offer a gift, such as the _____ for _____ to the hostess for 2 new parties booked!
- Use the _____ as an incentive to book today, book your date and pick a box to open!

How To SELL SETS (GROUP CLOSE)

By now you're probably thinking 2 things:

1. _____
2. _____

My trunk is loaded! Free shipping when you purchase \$50 or more!

I accept _____ forms of payment....cash, check, all major credit cards, venmo, paypal, first born child, handy dandy payment plans, part cash/part check, husband awareness plans, you can take it home in a Target bag!

SET SHEET

You MUST romance the sets/sales and the roll-up bag!!

Booking & Selling Sets

Go through each Set, say what is in the set and how much it costs....only 210 today (not Two Hundred and Ten dollars) AND you get the travel roll-up as your FREE \$35 (thirty-five DOLLAR gift) AND you can pick any TWO items from the spa bar at ½ off today!!!

Only say DOLLARS when you are sharing the MONEY SAVED.

If _____ were no object, what would you LOVE to have hanging in your FREE roll-up bag in your bathroom?? (Circle, comment)

Book the _____ person to close with first and set a specific order for how you will close with each person to total up the HOSTESS Credit

Spa Experience

SPECIALS

Platinum Bundle

TIMEWISE REPAIR SET

\$205

- Cleanser
- Day Cream
- Night Cream
- Lifting Serum
- Eye Cream



Plus! Free Travel-Roll Up Bag & 2 half-off items from the Spa Bar

Gold Bundle

ULTIMATE MIRACLE SET 3D

\$165

- Cleanser
- Day Cream
- Night Cream
- Eye Cream
- Microdermabrasion



Plus! Free Travel-Roll Up Bag & 2 half-off items from the Spa Bar

Silver Bundle

MIRACLE SET 3D

\$110

- Cleanser
- Day Cream
- Night Cream
- Eye Cream



Plus! one half-off item from the Spa Bar



Spa Bar

\$22



Moisture Renewing Gel Mask

\$24



Charcoal Mask

\$70



BioCellulose Mask

\$65



Glycolic Acid Peel

\$120



Clinical Solutions Retinol System

\$55



Microdermabrasion

\$40



Hydrogel Eye Patches

\$17



Oil-Free Eye Makeup Remover

\$22



CC Cream

\$22



Satin Lips Set

\$36



Satin Hands Set

Individual Close

How to do a personal shopping experience (PSE) to _____
_____ and _____!

How to get set up for success at your PSE:

1. Have closing materials _____
2. _____ with hostess about PSE
3. Give _____ at start of party letting everyone know they
_____ a PSE with you

Closing Materials:

- Datebook _____
- Look Books
- Set Sheet
- Sales Tickets
- Money Bag with change (in-person only)
- Pen
- Hostess and recruiting literature (optional)

In-person tip:

Virtual zoom tip:

FB tip:

Individual Close

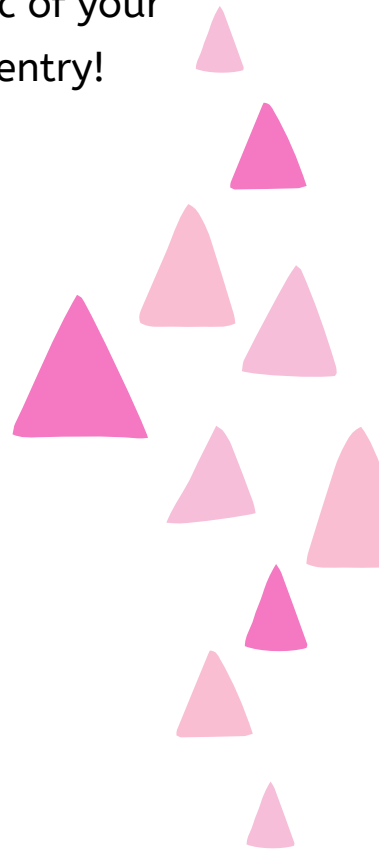
Let's get this party started!

1. Give agenda: Today we are going to learn more about MK, the product and the business opportunity, get our faces pampered, and share how you can _____.
2. This is your 1st of 2 free appointments! Your 2nd session is called your _____ - it's a check up from the neck up and you get to try any other skin care/makeup treatment you want totally free and share it with friends if you want!

At the end of the session today, you get to have a private shopping experience in a breakout room with me (or on the phone or location they will go to for in-person appts)! I can answer questions, help purchase, and pick a date for your follow up

3. Grab your _____ and put products in each box that you want to add to your wish list throughout the session! Leave 1-3 blank for now- we'll do that at the end. Send a pic of your completed hashtag board at the end of the party for a prize entry!

4. Do the _____ of the party



Individual Close

Group Close:

To wrap up, go to numbers 1-3 on your sheet! You are going to answer 3 quick questions for me!

1. Did you have fun?! Write YES!
2. Which _____ do you want to try at your follow-up experience? You can choose a charcoal mask, facial peel, eye patches, or color look. We will pick a date for this during your _____
3. If you haven't watched the 15 gifts of Mary Kay video yet, will you watch it? you'll get a \$5 gift card and it helps me with my goals and training. If you've already watched it, just write "I watched" :)

FB live party tip: write down what time they want you to call them within party closing days

That's it! :) I had so much fun! _____
your sheet and we will do the prize drawing! *(do the drawing either immediately at zoom or in person or that night at FB live!)*

Now you get to have your PSE with me! Does anybody need to leave that needs to meet with me first? Everyone else gets to hang out until it's your turn!

Individual Close

Time to bring it home!

(preferably in a zoom breakout meeting, at a place away from the party table, on the phone at a scheduled time as close to party ending as possible, or messages on FB)

1. Thank you for coming! Did you have _____?!
2. What _____ do you have for me?
3. I love all the products you put on your _____!
(Reference and talk about the items she wrote down)
4. Which bundle do you want to take home with you today? (finalize her order total, collect _____, get physical and _____ to send email receipt from _____.
5. Which _____ do you want to try at your follow up? (offer two times for when you hold appts) Would a weekday or weekend work better for you? (keep offering two options until you have a solid date and time) We can do your session 1:1 OR I got your text with your list of nominations! We can invite them to join for more fun and you get _____! Would you like to invite a few friends to earn free? Great! Would you prefer _____ . I'll send you an invite and a sample invite text! Just confirm with me who is "in" in 48 hours and I will reach out to get their addresses.

Individual Close

6. Would you want to try Mary Kay to make some _____
_____ or to _____ (Listen!)

Would you be willing to have a _____
to see if MK could be a good fit for you? I would love to get to know you
better and even if we discover it's not a good fit now, the conversation
helps me with my goal and training! (*Pick a day and time for convo within
24-48 hours. If she hasn't watched a marketing video, send it to her to
watch before your convo.*)

After Party

Before you do anything else, text _____
to hostesses that booked parties, text _____
_____, process cards, send email receipts, and add
ladies _____.

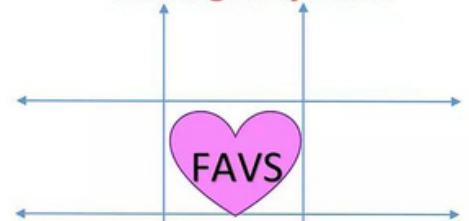
Watch your director do _____ parties and especially listen to
her individual closes!



Name _____

Hostess _____

Hashtag Party Board



Circle Answers Below

1. Yes or No
2. Free or Me
3. Additional Info or No

Week four

WHY NOW?

WORKING DURING THE HOLIDAYS

KINDS OF PARTIES

HOW TO WORK IN THIS SEASON

Engage to Elevate

AHA

BFO

WOW

WOM

WOY

Why Work NOW?

We work during the _____ because it's a great time for people to get Christmas gifts. Most people start some form of "new year, new me," which includes exercise, and skincare routines.

Many people also feel _____ with holidays, and tend to want to _____ themselves.

Because of this, your _____ can be amazing during this time! Keeping an _____ means you have the products on hand that your customers want.

There are currently many cargo ships sitting out in the water- products are low across the board (maybe you've noticed at Walmart and other chains), because it's all sitting out there! BUT, we have our _____, so we can offer products to our customers, and _____ they are taken care of for the holidays!

PLUS, there are so many holidays we can utilize to our advantage

- Black Friday (Pink Friday)
- Small Business Saturday
- Cyber Monday
- Christmas
- New Year
- Super Bowl (Of course this counts as a holiday)

Why Work NOW?

When it comes to _____, don't _____
it. Ask everyone. Who do you want to do life with? Who puts you in your best mood? Who makes you truly happy? Who wants to see you succeed? Let your friends know what your goals are, and what you're up to! How can they help? Host a party, share your content/engage in your group, join your team, buy products.

Heidi tells us frequently, "You cannot say the _____ thing to the _____ person, nor the _____ thing to the _____ person."

We have also learned that the leaders we are looking for are also looking for us at the same time! Don't be afraid to share your excitement, and your business.

Melody reminds me daily that Mary Kay has something to offer _____.

Truly- work your _____. If you want to move quickly in this business, see people. We've seen the breakdown that typically 1 in 4 will sign. Okay- so, you want to go into DIQ, see your 40 faces as quickly as you can, and share the opportunity with all of them! Do not create _____ for people- give them the _____. We give people the facts, and put the opportunity in their lap. But, if we never give them the opportunity, how selfish are we? We are not here to decide someone's journey. We simply show them the signs that line the path.

Booking during the Holidays

Who to Book?????

Just because it's the holidays, doesn't mean the _____
_____!

Bookings are the _____ of your business.

Types of Appointments:

- Birthday _____
- Referrals _____
- Follow Ups _____

Holiday Focused:

- Trunk Party _____
- Sip & Shop _____
- Holiday Makeovers _____

Plan your _____ and work your
_____!

100 Ways to Get New Customers

1. Have a Mary Kay WebSite.
2. Include current and prospective clients in PCP program.
3. Send a catalog to a co-worker that has moved.
4. Ask your hairdresser to display your business cards.
5. Post a catalog in the teacher's lounge at your child's school
6. Post a catalog in the employee lunch room.
7. Hold an open house.
8. Have a get to know you party with your neighbor's.
9. Advertise in your alumni newsletter.
10. Give a catalog to your doctor's or dentist's office.
11. Include a Business Card or flyer with your bill payments.
12. Offer specials for Proms, etc in local HS Newsletters
13. Put current catalog in your neighbor's door w/ coupon.
14. Ask friends to have a show.
15. Advertise in your church bulletin.
16. Contact local school cheerleading squad coaches.
17. Host an office party or brunch.
18. Host a show before or during a PTA meeting.
19. Mail out samples, catalogs and a wish list.
20. Advertise at pre-schools for the working mom.
21. Get a list from Welcome Wagon.
22. Set up a display at a craft fair.
23. Have your significant order promote at work.
24. Include your website in all emails
25. Hold a Christmas/Mothers Day Show for men
26. Offer a Christmas/Birthday wish list to your guest and follow up with gift giver.
27. Set up a display at the county fair/craft shows.
28. Advertise your business on your voicemail.
29. Wear your Mary Kay pin.
30. Use Mary Kay checks on your personnel account.
31. Ask past hostesses to talk about their free products.
32. Bring samples and brochures when visiting out of town family.
33. Encourage frequent customers to regularly plan shows.
34. Encourage relatives to book a show.
35. Build a before & after Portfolio
36. When flying, place brochures in the pocket seat with your phone number/email only.
37. Conduct Skin Care Surveys
38. Offer monthly email/hostess specials
39. Offer makeovers to local church youth groups
40. Leave brochures with your phone number on the train.
41. Give out your business card to anyone that helps you.
42. Give products as gifts or donations.
43. Offer local dance schools displays or to advertise.
44. Have a display at job fairs.
45. Contact schools and see if they have advertising within their parent newsletters to off set cost.
46. Leave business cards on bulletin boards & local businesses
47. Offer glamour training to stewards at local airport.
48. Go to motivational seminars and network.
49. Have baggies with samples/business cards to offer
50. You and your family wear MK T-shirts or sweatshirts.
51. Go to health spas (most have vendors come in once a month to set up)
52. Go to hotels and offer the staff a quick make-over on their breaks (the mgr could offer as appreciation)
53. Leave your brochures in doctor, dentist, beauty salons.
54. Join your Chamber of Commerce.
55. Display at health fairs connected within corporations.
56. Do a Fragrance Survey
57. Do a silent hostess program with a friend or relative.
58. Host your own show. Could be a fundraiser for your favorite charity or local school.
59. Contact your local Girl Scouts.
60. Birthday Leads
61. Call local hospitals and offer to do pampering sessions in the break room during nurse appreciation week.
62. Take a Satin Hands recipe to every potluck.
63. Go to bridal fairs.
64. Get brides out of the newspaper.
65. Give a client, friend or relative 10 brochures to share.
66. Call past hostesses and ask for referrals give an incentive.
67. Do appreciation days at places of businesses.
68. New Moms
69. Set up display tables with drawings in clothing stores.
70. Have a booth at a school fair.
71. Contact local businesses and offer gift services
72. Ladies Clubs
73. Leave a satin hands sampler for your mail carrier
74. Send a catalog to your Tupperware, Discovery Toys, etc. reps or exchange shows.
75. Bring flyers with gift ideas to local firehouses
76. "Learn to Put on Makeup" for pre-teens and teens
77. Follow through on every booking lead.
78. Go to local hospitals and give out samples to Nurses/ volunteers.
79. Bring goodie bags to bank tellers.
80. Offer busy Professional Women "facial in a bag"
81. Call local Realtors and offer Mary Kay new home gifts
82. Do a Web Class.
83. Place flyers in apartment laundry rooms.
84. Have a Referral Club
85. Random mailings. Open a phone book and randomly choose businesses or residences in the area.
86. Do a fishbowl drawing in local businesses
87. Ask friends, family or clients to place your brochures within their break-rooms.
88. Set up in a Bridal Shop
89. Wear an "Ask me about Mary Kay" button.
90. Leave your business card with your tip for the waiter.
91. Remember the 3ft rule, hand your business card out to anyone that is in 3 feet of you.
92. Play Tic-Tac-Toe Referral game
93. Hand out Satin Hands sampler to car wash workers
94. Offer a bridal registry
95. Do a joint open house with other in home business.
96. Referral by Friend
97. Put the Mary Kay logo on your car.
98. Do Lipstick Surveys
99. Ask your manicurist to place your cards at her station.
100. Place brochures in Bridal Shops & women's boutiques.

Do it NOW!

Booking/ scheduling/ holding appointments

Get your _____ in the right space. Mary Kay often said 'if you think you _____ you _____. And if you think you _____ you're right.'

What is your instant thought to get bookings right now?

Flip that script! Get those limiting beliefs out and then set some power statements

It truly is as simple as _____

Make a _____ and _____ it twice!

Do it NOW!

Overcoming objections to start a MK business

Ask more questions. What is in it for her? Why would she want to get started? How much money does she need?

Why do you want to work your MK this holiday?

Other people might be feeling the same way.

Feel. Felt. Found.

Working it into your schedule

Plan your _____ and _____ your plan

WHY? Is it clear?

OVERCOMING BOOKING OBJECTIONS

I'M TOO BUSY...

"I understand _____, you know, I'm a really busy person too, so I can appreciate that! It may take us an hour or so to find your special needs & preferences, but after that I can save you an enormous amount of time. You'll never need to go to the mall or stop at the grocery store again for your cosmetics! I can save you money too! Which would be better for you, _____ or _____?"

LET ME CHECK WITH MY FRIENDS FIRST...

"I can appreciate that, however, why don't we go ahead & schedule it on my calendar & then let your friends know ... if we have to change it we can later [this is the tentative booking approach]. Those that can't come can schedule a different time. Which is better for you, at the beginning of the week or the end?"

I'M NOT A BIG PARTY PERSON...

"That's good because I'm not either. I hold private appointments in my house or yours. When would be a good time for you ... this week or next? .. Etc. Then casually invite her to share her time with a friend or two."

I DON'T KNOW ANYONE...

"I can appreciate that ... I didn't know many people before I started my business. Why not just invite a neighbor on both side and we'll ask them to each bring a friend ... what a great way to get to know each other. Now, which is better for you, _____ or _____?"

I DON'T HAVE ANY MONEY...

"I understand _____, you are aware that our products are a third to half less than anything at the department stores [just a few \$\$ more than Walmart] and you never even have to pay full price for our products! We have discounts & lots of ways to get it free. Plus, there is no obligation to purchase. I'd just appreciate your honest opinion. Which is better for you _____ or _____?"

I USE XYZ BRAND...

"Great! You obviously appreciate good cosmetics! You know, we never find anyone who doesn't like us at least as well, if not better than _____! I would love to get your opinions, is there any reason you couldn't compare your favorite products with us? You can have a glamour item at half price just for giving me your opinion. Which would be better for you, _____ or _____?"

LAST TIME I TRIED MARY KAY I BROKE OUT...

"I'm sorry you had that experience, may I ask how long it has been? [Explain the product changes]. _____, may I ask you what you mean by "Broke Out"? Was it blemishes? [Wrong formula] or little red itchy bumps? [A sensitivity to possibly one of the products doesn't mean she can't use the whole line]. Is there any reason we couldn't work together to find the perfect system for you? Which works better for you _____ or _____?"

IF SHE STILL SAYS "NO"...

"Tell you what, here's my card/number, if you ever change your mind will you give me a call? I'd love to be the one to show you our products!" OR "Here's my card, if you know of anyone who would like to try our products, would you pass it on?" ALWAYS LEAVE WITH A YES!

MARY KAY WEEKLY PLAN SHEET/HOJA DE PLANEACIÓN SEMANAL MARY KAY

NAME (NOMBRE): _____ WEEK OF (SEMANA DE): _____

	SUNDAY (DOMINGO)	MONDAY (LUNES)	TUESDAY (MARTES)	WEDNESDAY (MIÉRCOLES)	THURSDAY (JUEVES)	FRIDAY (VIERNES)	SATURDAY (SÁBADO)
6:00							
7:00							
8:00							
9:00							
10:00							
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Helpful Resources



100 No's Tracker



Bubble Sheet



Weekly Plan Sheet



Weekly IPA Tracker



Coaching Checklists



Goelzer Area Website
PW: gritwithgrace



In-Person Party
Flipchart



Virtual Party
Flipchart