

Group Virtual Spa Experience

Supplies:

- Jars to send products in <http://beauticom.com/jars-containers-3g-300g/>
- Labels for jars if you don't want to write on each
https://www.amazon.com/gp/product/B07G7KR3SR/ref=ppx_yo_dt_b_asin_title_o03_s01?ie=UTF8&psc=1&fbclid=IwAR1jiLFRObpwdZLV4V--ygVAVBCvXQD3UC3C1pXryKdvApiviQzGFDMGD88
- Bubble Mailers
https://www.amazon.com/gp/product/B071FBXM93/ref=ox_sc_saved_title_2?smid=A1STD1Y25DUKD7&psc=1&fbclid=IwAR19LDfugGNYX9QmnaOTnxhDluWlKEP1LGdBV2BIRQJgqBL4kn-DW-PaBl4
- Pink Bubble Mailers <https://www.uline.com/Product/ProductDetailRootItem?modelNumber=S-22402>
- Full Size MK products (section 1)
- Printed Share the Love Closing Sheet
- Pirate Ship <https://www.pirateship.com>
- Scale to weigh mailers
https://www.amazon.com/gp/product/B00SMHWZ42/ref=ppx_yo_dt_b_asin_title_o08_s00?ie=UTF8&psc=1
- Printer to print shipping labels
- Zoom Account
- Social media connection (see pic below)



Script to send to all current appointments on your books to turn them into virtual appointments:

Text 1-

Hey ____! How are you holding up with everything? I know I'm taking things one day at a time and staying positive! I was really looking forward to our appointment on ____ and meeting you in person, but unfortunately, it's just not possible at the present time. Don't worry though I've come up with a plan! I have converted your appointment to a completely virtual spa experience. It's a way for you and your girls to still connect and have fun together from the comfort and safety of your own homes! Can I explain all the details so we can just pivot a little together? 😊

Text 2 -

Fantastic! I'm so excited to do this virtually with you! Here's how it will work...

♡ We will keep our original date and time, unless adjustments need to be made.

♡ You and each of your guests will receive a package in the mail that will include a sample kit with all of the products you'll need for the appointment.

♡ I will need each guest's phone number so I can confirm what address they prefer I use to send their sample kit.

♡ Everyone who is participating will have to download a free app called zoom onto their phone, tablet, or access via a computer. It's super easy! I will assist if needed, of course!

♡ I will text everyone the link that will be used to access the live zoom event.

♡ On the day of, everyone will join the event live using both audio and video options so we can all see and hear each other!

I'm so excited about this! Do you have any questions?

Virtual Appointment Outline

Introduction

Hi everyone! I am so excited to hang out with all of you tonight/today and have some girl time.

I would love to start with some introductions...

But first... find the sheet of paper that came in your sample kit titled..." Share the Love"

While we are doing introductions, you can fill out just Part 1 on the Share the Love Sheet where it says Client Information

Now let's take turns...could each of you share with me...

-your name

-what you do

-how you know (hostess)

-AND...most importantly...1 thing you love about (hostess)

(b/c we want hostess to feel special and loved tonight/today)

Thank you so much for sharing! I'll take a turn too!

-My name is _____

-I am _____

-I have been working my MK business for ___ and I am currently working on _____

The most important reason we are here tonight is to have fun...so let's get started. We are going to experience some spa-like treatments, learn how to take care of our skin, learn a little about Mary Kay, and enjoy some girl time!

As we go along today, you are all going to have chances to earn **points**.

- You can keep track of your points at the top of the "Share the Love" paper
- You will earn a point for answering or asking questions.
- Whoever has the most points at the end will earn a gift card from me.

You can choose to do this in your bathroom, at your kitchen sink, or with a bowl of water and a washcloth at a table. Which would you prefer? Okay great! So everyone, take me on a field trip to that location and be sure to bring your sample kit too. (give a few minutes for everyone to transition)

Now, empty your sample kit so you can easily see the label on each small container.

Go ahead and open each container, but keep the lid next to each so you know what's what.

Hand Treatment (show full size product to introduce each step)

We will start with your hand treatment.

- Find the 3 lids that read Satin Hands → show small containers on screen
- For each step, you will scoop the product out of the small container and apply it to the front and back of both hands (demonstrate on screen)

Step 1: protective softener → this thick protective softener seals in moisture

Step 2: satin scrub → after this step, you will need to go to a sink

- this scrub exfoliates the skin to remove dead skin cells and relieves dull, dry areas
- go to a sink and run both hands under warm water, then dry hands and come on back

Step 3: shea cream → this hand cream leaves a protective barrier on skin to moisturize for 24 hrs. - soothes dry, chapped skin

How do your hands feel?

Skincare Education:

Okay, let's quickly learn the basics about skincare.

Does anyone know what % of the visible signs of aging come from the natural aging process? 20%

The other 80% comes from lifestyle and environment. Does anyone want to guess what other things age our skin? -sun damage -air pollution/smog/car exhaust -lack of sleep -smoking -stress -diet

-The TimeWise Miracle Set 3D that you will be using today was formulated to fight against these lifestyle and environmental issues.

-3D stands for Defends, Delays, Delivers

-*Defends* against age-accelerating free radicals on skin w multiple antioxidants

-*Delays* the look of premature skin aging with UVA/UVB protection & our Age Minimize 3D complex

-*Delivers* visible improvement of multiple signs of aging in just 4 weeks

Cleansing (show full size product to introduce each step)

How many times should you wash your face each day? 2 times (morning, night)

4-in-1 Cleanser→ Find the lid that reads _____ (show small container)

-Our 4-in-1 cleanser cleanses, exfoliates, tones, and brightens your skin

-Does anyone know where you should start washing your face? (chin)

-Scoop out cleanser and apply to your face in upward & outward motions, avoiding eye area

-Can anyone think of why you want to use upwards & outward motions?

(to help fight against gravity...avoid pull down)

-2 Formulas: Normal/Dry (soothes skin as it cleans) & Oily/Combination (removes excess oil without drying)

-wash off in sink or use washcloth

-How does your face feel?

Treatment – Masking (show full size product to introduce each step)

Now it's time for your treatment.

Instruct them through whatever "treatment" the hostess selected (charcoal mask, facial peel, etc.)

Part 2 Share the Love Sheet– Treatment Trivia

We are going to leave this mask on for at least 10 min. so it can go to work. Since it would be awkward (or weird) to just sit here and stare at each other, we are going to play Treatment Trivia! That way you can earn more points too.

Plus, the other exciting thing about this sheet is after we complete it today and you text me a pic of it...you are automatically entered to win a Kate Spade bag.

So...Find Part 2 – read directions / relate each of the following to your MK story (even show your dream book pages that correlate)

M- Money

R – Recognition

S – Self-Esteem/Self-Confidence

A- Advancement

B- Be your own Boss

T - Taxes

Customized Supplements

Wash off mask in sink or use washcloth.

Next, we will do some supplements.

Instruct them through any additional supplements you included in their sample packs.

Lip Treatment (show full size product to introduce each step)

Satin Lip Scrub: Find the lid that reads _____ (show small container)

- scoop out and apply sugar scrub in circular motion over lips
 - natural exfoliating sugar crystals make it taste like Fruit Loops*
 - removes and soothes chapped and dry patches*
 - shea butter soften, smooths, and conditions lips*
- remove with corner of washcloth and fan lips dry

Satin Lip Balm: Find the lid that reads _____ (show small container)

- scoop out and apply balm over lips
 - shea butter gives lips extra hydration*
 - Omega-3's strengthen lips' natural moisture barrier*
 - hydrates your lips more over time, so you need less of it*

Finish Skincare

3D Eye Cream: Find the lid that reads _____ (show small container)

- time to hydrate your eye area...using your... *ring finger*...scoop up eye cream, tap between your two ring fingers, and gently tap under and around your eye area
 - moistures eye area for 12 hours*
 - removes dark circles, under eye puffiness, and fine line and wrinkles*
 - absorbs quickly and will help your skin look firmer and brighter*

3D Day Cream: Find the lid that reads _____ (show small container)

- scoop up and apply all over your face and neck (where you didn't apply eye cream)
- a little goes a long way
 - how many hours do you think the average moisturizer hydrates your skin? (2-4)*
 - moisturizes for 12 hours and provides UVA/UVB protection with SPF30*
 - apply every morning after cleansing and any serums*
 - enhances skin's natural glow*
 - improves look of fine lines & wrinkles and evens skin tone*

3D Night Cream: Find the lid that reads _____ (show small container)

- scoop up and try on the back of your hand (or all over face & neck if doing a bedtime spa facial)
 - moisturizes for 12 hours and goes to work at night while your skin is most able to rebuild its reserves*
 - apply every night after cleansing and any serums*

-reduces look of fine lines and wrinkles and helps skin look firmer

-extra boost of antioxidants so you wake up with healthier, more rested, radiant skin

Part 3- Skincare Survey

After trying everything, I'd really love your feedback...so go to the Share the Love Sheet and find where it says Skincare Survey.

We are going to quickly go through each question. *If you share your answer, you get a point.*

What is something new you learned?

What adjectives would you use to describe how your face feels?

(Pause and go over the 3 sets and specials)

Hold up and romance the travel roll-up bag.

Go over the ultimate set and what comes in it and what they get free. Hold up and review each product that comes in the set.

Take products away and then go over the miracle set.

Take products away and then go over the basic set.

Okay so back to the survey. The next question is...

Which set do you love the most?

Ultimate

Miracle

Basic

What were your two favorite products that you tried today?

Last but not least...

To get an additional 10 entries to win the Kate Spade bag, would you rather...

Tune in and listen to a zoom event

Watch a video and give your opinion on a quick call

Go ahead and circle one!

Part 4 – Her interest level and next steps to take with her

Now for the two boxes you can complete those as the last part of this sheet after we are all done chatting on this zoom, just make sure you select at least one of the choices in each box...but...you can select all that apply.

Referrals

As you've seen today I want to help, support, and spread joy to as many women as possible. So let me ask you this...Can you think of anyone who deserves or would enjoy some pampering and self-care right now?

When she says YES...

Great! I am giving back and helping to spread joy to women right now through FREE self-care packages I'm mailing out. So, anyone you can think of who you know deserves some pampering right now...You can text me

their first name and number after we get off zoom today. I will then reach out to her to let her know she has a FREE self-care package coming her way, and find out the address she wants me to send it to.

“Ticket” Marketing

Now I want to give you your last chance to earn points before we find out who the winner is! So, this is where you get to be nosy. I want you to think...if you could ask me anything about me, what I do, or the company...what would you want to know? Nothing is too weird, nosy, skeptical or curious...anything goes! Save all product questions for later when we each chat individually. You'll get one point for every question that you ask. Whoever asks the first question gets 5 points...ready...go!

Q & A till all questions have been asked.

This is normally where someone asks a question in relation to the starter kit, or I will help guide them to a question relating to it. This is the perfect place to discuss that it only takes 100 bucks to get started and it gets them a business in a box that comes with as much free training and education as they desire. Make sure to hold up YOUR starter kit bag and show everything that comes in it!

****Make sure you don't pull a winner without the starter kit being mentioned! She deserves to know what it takes to get started. You never know who may surprise you!**

Count up your points. How many points does everybody have? Congrats ____, you won a __ gift card.

Closing

Thanks for hanging out with me tonight and having girl time. Remember.... this Share the Love sheet gets you entered to win a Kate Spade Bag, so as soon as we hop off, make sure every part is completed. Then take a pic and text it to me. Do you all have my number?

I'll be reaching out to each of you in the next hour or so to wrap up, go over what you enjoyed the most, and talk a little about what you want to focus on or learn when we get together in person for the makeover session.

Bye everyone!!!

(End the Zoom meeting for all)

Individual Closes:

-Text or Call each guest (calling will give best results)

-“Did you have fun?”

Go over “Share the Love” sheet Part 3 Skincare Survey

- “Ok, let's see what you enjoyed the most...” “I am looking at your sheet...”

1- It makes me so happy to hear that you learned _____

2- I am so glad your face feels _____. I always want everyone to have fun and it's an awesome bonus when you also love how the products make your face feel!

3- And... you noticed _____. That is definitely an effect of the _____ (name products)

4- I see that you wrote Set ____

-What do you like about that set?

-Would you like me to get that out in the mail for you today/tomorrow?

-If she says, YES...

-fill out a sales slip for the set

-go to # 5 and continue

-If she says , NO...

-So, tell me what you're thinking... (this will help you figure out her objection)

Money objection

-I know how you feel, I used to feel the same way, what I found is these products last so much longer than other products I was used to using. These products are designed to last 3-6 months. I used to go through 6-10 cleansers a year...now I go through 2-3. End up saving \$ in long run.

-Tell me what your current routine is like. Are you 100% happy with how that is working for your skin.

-Knowing that we are being \$ conscious, the Basic Set is going to at least give you what your skin needs the most so you can be 100% happy with your skin. We can always add in any extras later if there is more you want to improve.

-If wanting to buy supplements instead → if you are not cleaning and moisturizing with what is best for your skin, then no amount of supplements will help. You need the base first. Think about the Basic Set as a sandwich ...you can't make a sandwich without 2 pieces of bread...so the cleanser and the moisturizer are your 2 pieces of bread...and then the supplements are the fun stuff in the middle. You can't build a sandwich with just the stuff in the middle. We can always add in any extras later, but you need a solid base to start.

Still have products I want to use up first

-Tell me about what you're using. Are you 100% happy with how that is working for your skin.

-Knowing that you spent \$ on _____, the Basic Set is going to at least give you what your skin needs the most so you can be 100% happy with your skin. We can always add in any extras later if there is more you want to improve.

Won't do it / too many steps

-Sounds like you'd prefer quick and easy...so that is the Basic Set. Think about the Basic Set as a sandwich...you can't make a sandwich without 2 pieces of bread...so the cleanser and the moisturizer

are your 2 pieces of bread...and then the supplements are the fun stuff in the middle. Your skin at least needs a base.

-Paint picture of how it can be quick and easy (wash face in shower, then put cleanser at sink for later... wash face at night, then put cleanser in shower)...that way you won't forget

Wants to see how skin reacts/feels tomorrow

What is so great about these products and what I do is...you have 30 days to fall in love so you can confidently try any products for 30 days. And, if for any reason you don't love your skin after those 30 days, you can return, exchange, or get all your money back.

Last options: 1- We can break up the cost into 2 payments

2- You can be a hostess either virtually or in-person...get set for ____

5- I also see you wrote down ____ & ____ as your favorite products.

- ____ by itself is \$ ____ Are you interested in either of those?

-Just so you know ____ is \$ ____ (REFER to NUMBER 3 ABOVE)

-Is there anything else you'd like to hear the individual prices for?

-Out of all those things, is there anything else you'd like me to send you today/tomorrow?

6- To get those 10 additional entries for the Kate Spade bag...you circled ____.

Tune in & Listen to a Zoom Event → Wednesday night at 8pm; Are you free?
(if not...schedule different time to zoom with trainer)

Watch a Video & Give your Opinion on a quick call →

-tomorrow or (day after)? -day or evening? -give 2 choices of time

Makeover Discussion:

-When we get together in person for the makeover experience...

-Is there anything specific you want to learn?

-What is your typical makeup routine?

-Would you rather focus on a daytime/natural look or a night out/glam look?

Go over "Share the Love" sheet Part 4

- Discuss any necessary details for each Selections made in boxes