**ALLISON UNIT – EVERYTHING YOU NEED TO HOLD A GREAT PARTY**

Step 1: Tell your **I-Story** at the beginning of your party. At the end of your I-Story say, “**watch me tonight, see if you could EVER see yourself doing what I do. Also, so you aren’t wondering the entire night, it’s $100 = tax and shipping to start you MK, but you get TONS of full-sized products that I’ll be using tonight – here is what is in it!** (Talk briefly about what’s in it)

Step 2: After **Deal or No Deal** for bookings, play either the purse game or ‘what’s in my bag.’ Each game goes over the MRS CAB information: M = Money, R = Recognition, S = Self Confidence, C = Car, A = Advantages/advancement, B = Be your own boss/flexibility (see flip chart for exact wording)

Helpful Supplies: Starter kit & Mary Kay Career Car Fliers.

Step 4: Have everyone fill out the 1-10 form with feedback on it. Document is on debraallison.com/Consultant Hub/Education/Important Links/1-10 Form

In the individual consultation at the end of the party:

1. Write up/finalize what she is buying (continue to say what else until she says that’s it/upsell) & book her 2nd appointment.
2. Ask “I see you were a ( ) on the interest scale, tell me about that” (keep asking her what her reasons would be for doing it).
3. Ask “besides that feeling of when you start something new (insert example of discomfort of starting a new adventure) and everything is uncomfortable and uncertain for the first couple of weeks, what would it take you to go from a \_\_\_ to a 10 on the scale? (Again listen & answer questions.)
4. Ask her if she wants to join your team, say “I had a blast with you tonight & would love to work with you, you seem excited about it—what are YOU thinking? When she says yes, get her email to send her the link to fill it out right there on your phone.

**What To Say About the Opportunity at Parties?**

What’s In My Bag: Tell your guests, “I want each person to take one thing out of this bag that interests you, hold onto it and pass the bag on”. Once they all have an item: “Each of these items represents a benefit of being a Mary Kay Consultant.” Now you’re going to say what your item is and guess the benefit.

Money: Most Americans have a “side hustle” especially now, there is so much power in having the ability to generate $$. If you needed $500 by next week, could you get it?? We make our money in 3 ways 1. of course, is selling the products, we make 50% of what we sell. Women wont purchase and reorder from pushy salespeople. We get paid based on how well people are doing, so it’s a great woman blessing another great woman. Its not about the selling so much as the “what can I do for you” attitude. 2. Adding people to our teams. Mary Kay ISNT a multi-level company or a pyramid scheme, we aren’t paid just for signing people up. We get paid based on how well people are doing, so it’s a woman helping women system! 3. Leadership – Anyone can become a sales director you work your way into it. I’m finding more women are wanting leadership roles because even if they love their current job, maybe there is not anyplace for them to go.

Recognition: Mary Kay believed that women would ultimately work harder for appreciation that they would for money. If you ever come to our Monday Night Mingle, there is comradery, clapping, encouragement, pompoms and so much more. WE RECOGNIZE PEOPLE for their accomplishments. We get tons of prizes - there is a FUN quarterly awards ceremony and of course prizes (name & talk about some) Jewelry, diamonds you can earn (at seminar) and trips around the world!

Self Confidence” we say Mary Kay is a personal growth course you get paid to take. We will teach you business skills, how to wear/present makeup, personality testing and everything helps to increase your confidence in a supportive environment. Many women use Mary Kay as a vehicle to increase their confidence.

Cars: You can earn the use of a Mary Kay career car! Does anyone know the most famous one? THE PINK CADDILAC! (Show the care flier) We also have (list cars on flier) Mary Kay pays 80% of car insurance, all your license and tabs. Imagine your budget if you weren’t making a car payment? Shout out some things you’d do with that extra cash? You can also take the cash option of $425, $500 or $900 cash per month if you choose not to take the car! Who would take the car or the cash?

Advantages/ Advancements: Mary Kay is not a get rich quick scheme (that doesn’t really exist, does it?) You get out of it what you put into it! Isn’t that exciting? Nothing else matters—education level, age, how long you’ve been in. Its so amazing to see so many women from different backgrounds that are successful. We also have advantages like no quotas or territories. There are tax deductions, free training, and mentorship – YOU’RE NEVER IN THIS ALONE!

Be your own boss/flexibility: Most consultants do and average of 2-6 hours a week, which would be one appointment (like this) per week. It’s totally based on your goals! If you wanted to earn that first FREE car, you will probably be looking at 10-15 hours per week. The point is, that you don’t need huge chunks of time! You can achieve your goals and do what you’re doing right now. Also, you’ll never have to choose between your family & your career again! Mary Kay’s mantra is Family first, God Second and Career Third.

**Have them fill out a 1-10 Survey Form 1 means I’D NEVER DO THIS - 10 MEANING I’D START TODAY!**

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