

# Skin Care 101 Consultant Checklist

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## SUPPLY CHECKLIST:

- Eye Makeup Remover
- Miracle Set (Both Formulas)
- Microderm 1 & 2
- Eye Firming Cream
- Eye Revitalizer
- Foundation Primer
- Liquid & Mineral Foundations
- Highlighters & Bronzers
- Lash Love and/or Ultimate Mascara
- Lip Gloss (At least have Icicle – Fancy Nancy – Beach Bronze)
- Cream Eye Shadow (Beach Blond & Iced Cocoa)
- Targeted Action Toning Lotion
- 2 Cotton Pads/Guest (EMR/Foundation)
- 1-2 Mascara Wands/Guest
- Profile Card
- Order Form (Do NOT lay by customer – keep for individual close)
- Black/Blue Pen
- 2 Washcloth/Guest
- 1 Create a Rollup Sheet/Guest
- Recruiting Packet
- Hostess Packet
- 1 Look Book PER Consultant to Use at Individual Close but NOT ever given to guest

## TIME SCHEDULE:

- 9:30 Consultants Arrive to Set Up
- 9:45 Set Up COMPLETE ... Consultants Welcome Guests & Fill Out Profiles/Take Before Pictures
- 10:00 Begin PROMPTLY – If you are late you & your guest will need to use another room.
- 11:00 Facials Complete – After Pictures Taken – Consultants do Individual Close
- 11:00-11:30 Consultant/Director Follow up Session

## SCRIPTS:

“Hi \_\_\_\_\_ this is \_\_\_\_\_ with Mary Kay Cosmetics & I am calling to invite you to our Skin Care 101 Clinic Saturday morning where you will receive a full skin care needs assessment plus microdermabrasion & satin lips treatment ! Can I reserve a spot for you this Saturday at 9:45? (If NOT .... Ask if they are free NEXT Saturday)

Great! I am so excited for you to join us & learn so many great skin care tips – I just know you are going to love it! See you soon!” (Don’t forget to text them 3 days – 24 hours & the day OF the event to confirm their attendance/keep them excited!!)