

A debut is the best way to start your Mary Kay business!

Are you ready?

Your debut is the best time to introduce yourself as a Mary Kay consultant. Everyone that you know should be invited so they can celebrate the beginning of your new business. The debut also presents a fabulous opportunity for you to set up appointments, introduce your guests to Mary Kay products and in many cases, recruit your first consultants!

The debut can be held in your home or a friend's, or even at the Mary Kay Training Center. It lasts about 2 hours, and refreshments are served. Don't worry--your recruiter or I will do the booking, selling and recruiting for you--remember, this is your debut!

Consultant Responsibilities Prior to Debut:

---First and foremost: send invitations to everyone you know with "I'm counting on you to come!" handwritten in red or pink ink.

---Give the guest list to your director so she can call and confirm one week prior to the debut.

---Plan simple refreshments such as cookies and punch, and recruit a friend or relative to serve it for you.

---Display all retail products for your guests to see, smell and touch.

---Choose a few items for a door prize and wrap it like a gift. The retail value should be about \$25.00.

---In your datebook, write in the times that you know you will be committed (such as appointments, work, etc.). Then, use a highlighter to mark dates and times you are available for classes and facials. Classes are two hours and facials are one hour. When your guests are ready to book, you will be too!

---Have calculators and a bag of cash and coins for change close to your product display.

---Other supplies you will need: profile cards, sales tickets, washcloths, paper towels and pens.

---Three days before your debut, you will need to make follow-up calls to encourage your guests to attend. The following scripts will give you an idea of what to say:

Script for answering machine ~

“Hi, Jane, it’s Jessica, and I hope you are coming to my debut on Saturday. I really need your support! I know you’ll be there, and I can’t wait to see you!”

Script for personal call ~

“Hi, Jane, it’s Jessica. I’m calling you about Saturday. I’m so excited, I can win a special gift from my Director when 15 people are there--you can come, can’t you?”

If she cannot come ~

“That’s okay--you can help me though. I need 30 faces in 30 days to finish my training. Can I use your face?” (Set a date)

Follow-up calls are an extremely important personal touch. The day before your special date, I will call all of your confirmed guests and thank them for supporting your new business. This is one of the most important things we can do together to make your debut a success! When you email or call me with your confirmed list of name and numbers, I’ll have a special prize to present to you at the debut!

