A-  
“Now I would like for everyone to close their eyes. I want you to imagining that you are going into your closet to find a special outfit you wore for a special occasion. Think of all of the accessories that go with it and how much that complete outfit cost. Was it $100? $200? $300? More? Now open your eyes. In the past year, how many times have you worn that outfit?”

“Ok, now let’s put that price into perspective, because now that outfit is going to sit in your closet for 364 days a year. But you will wear these Mary Kay products EVERY DAY! And what is the first thing that people see when they look at you? Your Face! That is why skin care is the best investment we can make in our Appearance!

B-  
Show Sets and Closing Sheets and Roll-Up Bag. Sell the Sizzle of the Bag.

C-  
“I’ve enjoyed being here today, I hope you had fun. I would really value your opinions of the Mary Kay products you have tried. So please take a few minutes to answer the questions on the back of your profile. Then we will meet for an individual consultation to customize a skin care program for you. Does anyone have to leave early? Ok_________, let’s start with you. Bring your Beauty Book and Profile. We’ll be back in a minute _______ (hostess name). This would be a great time to serve the refreshments.

D-  
Individual Close in a private area. (NO CATALOGS EVER)