

Trunk Show

Preparation:

- Product sets from the Look Book—packaged & fun!!!
- Lap top (color palette) filled with color.
- Timewise demo tubes & a Day Radiance color demo tube.
- Demo Portfolio with eye, cheek, lip & day radiance color demos.
- Nail polishes for display.
- Disposable washcloths (cut in half) or baby wipes.
- Sales Tickets.
- Look Books & Embrace Life Book (one for each guest).
- Basket with sample products wrapped.
- Mirrors.

Have sets in your car to fill orders.

Put all the above items in a trunk (Target has great ones for \$29).

Have the hostess serve “fun” food before the Trunk Show begins. Coach her to have fun food! (It’s a “Party” atmosphere! “Girl’s Just Want to Have FUN!”)

Set up your show in the living room where there is a coffee table and space for guests to relax.

Place your display items on the table. Create an “I want to touch and buy” atmosphere - they are at your private cosmetic counter.

Approximate setup time: 10 minutes

Presentation:

Meet the guests

Give each guest: Profile Card
 Look Book/Embrace Life Book
 Sales ticket
 Mirror

Give “I” story and brief history of the company. (I like to use the 3rd page of the class flip chart.)

Have the guests sit close to your “cosmetic counter.” Sit in a low chair or bench to give it a casual, yet professional feel.

Bring the sets out of the trunk one at a time as each one is talked about and demonstrated. For each bag have a quick presentation. Always remember “features and benefits” of each product.

For features and a benefits of each product, read from the Look Book or the back of the boxes or papers enclosed in some of the product boxes for accurate information or in the Career Essential Book under Product Knowledge. Feature is what’s in it and a benefit of what it will do.

Approximate Introduction time: 10 minutes

When you get to the Miracle Set:

On one hand demo the TimeWise Cleanser and have them rub it in, noticing the beads. Remove with a baby wipe. Then apply the TimeWise Moisturizer followed by a dot of day radiance. It is important that the day radiance foundation is a contrasting color to the guests skin.

On the other hand just put a dot of day radiance. Have them compare the two—with and without TimeWise.

Explain the Day & Night Solution—feature and benefits.

If they want to start with the Miracle set they are to write it on their sales ticket.

As you are talking about each product refer them to the Look Book where more stats are available.

Closing:

At the end of class take the **bronzing beads** and apply to each of the guests yourself on their checks, forehead or some part of their face. Then give some complimentary words about each of your guests.

When **Limited Editions** and/or new products come out remember to call your customers and let them know about new exciting sets in your Trunk Show and book another one.

Did everyone have a good time? What did you enjoy the most? At this point I'm usually asked 2 questions? Is it a better deal if I buy more than 1 set? And I have great news... it is. Show them the Trunk Show Incentives & Hostess Takes All Closing Sheet. Go over the ways to purchase. Keep in mind I take VISA, Mastercard and Discover. You can write a check or pay cash or all of the above!

Next question, how soon can I get started on my Mary Kay products. I am happy to tell you I have everything with me today, so you can start immediately....smile!

Approximate Show time: 30 minutes

As each of you are making your decisions, the hostess will be demonstrating the Satin Hands.

Close each guest individually. Schedule them for their own individual makeovers or Trunk Show. Share how much Fun you are having and how much Money you are making with the most excited guests!

Approximate Individual time: 30 mins.

TRUNK SHOW INCENTIVES

PURCHASE POWER

- Buy 2 Sets » 3rd Set at 1/2 price*
- Buy 3 Sets » 4th Set FREE*
- Buy 4 Sets » 5th Set FREE* +
1/2 price on prestige fragrance
50% off birthday month
10% off reorders for 1 entire year

*Of equal or lesser value

HOSTESS TAKES ALL

Fill your "pink laptop"

- Eye colors » for guests
- Lipsticks » for outside sales
- Pencils » for bookings
- Blushers » for sales
- Extras » for great food

Ask your consultant for details