

# Business Debut Guide & Outline

## What you need to have ready:

**Pens**  
**Profile cards**  
**Order tickets**  
**Simple refreshments**  
**Your inventory displayed classy**  
**Your starter kit displayed**  
**If you have time to print set sheets go for it!**  
**A couple Look Books**  
**Satin Hands and Lips Demos**  
**Debut Goal Poster Printed**

*Scheduling a date:* You will want to set a date that is convenient for both you and Amber and / or your recruiter. It's tempting to ask around and see who can attend on what dates; however, I have found it's usually best to schedule a date convenient for you and then for your guests who can't make it, set a different time to get together with them for their facial or skin care class of their own.

*Who to invite & how many:* I would encourage you to invite (via paper invite) 75-150 people. Think about if you were getting married, who would get an invitation? Remember the law of averages – if you invite 50, and call all to confirm they will be attending, half (25) will tell you they'll be there. Out of the 25, only half of those (12-13) will actually show up.

\*\*\*\*\*When you have 10 guests over the age of 18 at your debut, you win a gift from me!

*Invitations:* You can make your own or I have some cute and classy one's already created on this site and you can use those.

DON'T JUST CREATE A Facebook invite, text or email people. There is something official about receiving an actual invite in the mail. I encourage FB and or E-vites but partnering that with an actual mailed invite.

## *Your role before and During the Debut:*

~Your #1 focus *before the debut* is to focus on **getting guests there**. I would strongly advise you to **CALL everyone several days before the debut** and confirm they received the invitation and then ask if you can "count on them to be there to support you." Reiterate it's not about sales, it's just that you want their support as you begin this new venture. Be sure to let them know how excited you are, they will get the hand and lip treatment along with some special product sneak peeks (but nothing to the face that day). Your Recruiter or Director will bring prizes to give away. I also like you to ask guests to bring a friend with them, because when they do, your guest list can double. You can offer to give them a free goodie when they bring a friend. The free goodie can be a cute sample gift, ½ off any one product (I recommend this), or an extra \$5 off at their first facial with you. Finally, remind them what time it begins and ask that they arrive at least 5-10 minutes early so we can get started on time & that it's an adult only event. Children above the age of 12 usually are fine or little ones that are nursing. However kiddos from toddler to Tween tend to get bored and steal the show. For each child in attendance you can count on

loosing \$100 in sales. Let your Director/recruiter know how many guests you expect. When you have 10 or more (18 or over you receive a gift from your director) It is also a good idea to let your Director/recruiter know who's coming that would be great at Mary Kay so she can work on getting your first recruit or at least setting up your practice career chats.

~You can provide **some refreshments** for them. I prefer that you *focus more on getting people there than on making elaborate food*; however, snacks are a nice touch. It's also nice to ask a good friend or family member to take care of serving the food at the debut because you will need be out with me booking and adding up sales tickets.

~ You also want to make **some displays** (sets in the travel rollup are a good place to start) around your home with your product (i.e. coffee table, kitchen table, side table) so folks can shop around. Displaying the starter kit isn't a bad idea either!

~**Print the Debut poster** Linked on ambernichols.com under New Consultants – Debut. Your recruiter or Director will work to fill this up at the debut.

~As guests arrive, be sure to **give them a profile card** and pen to start filling out. We will all work together on this.

~Your only *focus at the end of the debut is to **get bookings***. It's easy to get lost in chatting away, but girl, this is your opportunity to work it! Director/recruiter will be working to get sales & recruits for you, while you go from person to person and ask them "OK, now when can I practice on your face?" Already have your calendar marked when you are free to hold appointments for the upcoming two weeks so you can schedule appointments RIGHT THEN. Don't wait to call them later, schedule while they are 1) excited and 2) you have them in front of you.

*Director or your recruiter's role:* Director/recruiter will arrive 15-30 minutes before the debut and will bring all the prizes, demos, and marketing materials. Director/recruiter will do the entire presentation and close. You will be able to let your friends and family know why you decided to do this but it is short and sweet.

*Working Full Circle:* When making calls to confirm before the debut – work it full circle: Once you've call: While calling your guests, if there are ones who can't make it say, "Oh, I'm so sorry you can't join us, it will be so much fun, but I understand a full plate. Hey, since you can't make it let me tell you about my goal you might be able to help me with. My Director has challenged me to pamper 30 women this month for my training, is there any reason why we couldn't get together and I could pamper you to a Mary Kay facial within the next 2 weeks and count you as one of my 30?"

If she says yes, set the date and then say, "Great, listen, let me tell you about something else, too. When you get at least three other women to share your facial with you YOU will be able to receive \$40-\$100 in free product for helping me get closer to my goal of 30 awesome women. So, is there any reason you can't think of a couple of friends, family members, or neighbors to join you for your facial?"

If she says no to a facial, then offer an on the go appointment (a quick 15 minute pampering) & if she says no to that then ask if you can send some samples in the mail and follow up with her. No one will say no to you 4 times in a row!

*The outline:* Give customers profile card and pens as they arrive (you want to make sure they start filling out as soon as possible so they aren't writing while the presentation is going on.)

Your Director or your Recruiter will lead the event and go through the following...Focus on your family and friends but be sure to pay attention during the game and product because this is great training for YOU!

~Introductions

~Purse Game (Pass Power Start Ring during Recognition and ask for practice faces)

~Product Show and Tell

~Satin Lips

~Referral game

~Set Sheet and Roll UP Bag close

~ Thank them for coming remind them to book an apt. and go over hostess promos

~ Satin Hands

~They rinse hands

~Shopping, Booking, and Snacks!

Your goal is to BOOK YOUR POWER START from your debut, while Director/recruiter is working it for you to make sales and to set up your practice interviews. She will work bookings for you too but if you tag team it you usually get much better results.

Presentation lasts 1 hour. Need at least 30-45 additional minutes to answer questions about products, to book future appointments and to shop.