Executive Senior Sales Director, Lisa Allison’s
Glamour Clinic Outline

Preliminary Steps:
• 2 gifts, wrapped. 1 for ticket game, 1 for drawing from “Women of the new Millennium” marketing opinion sheets at end.
• Roll of tickets. Present 1 ticket for asking a question about our products, 2 tickets for asking a question about our career
• Team Building folder under each mirror. This is their “gift” for coming to the Clinic. Includes Agreement, Director’s Business card, any team building info.
• TV with Marketing video ready.

Glamour Clinic Schedule
1. Welcome and Thank Guests for coming
2. Find out if anyone has tried MARY KAY before??
3. Talk about the Quality of products—10 years as the Best Selling Brand
4. Speak about the philosophy of the Company—Faith, Family and Career
5. People Often Ask Me Why I got into MARY KAY? Give I Story
6. Wash guests face with TimeWise Cleanser and Moisturizer
7. Play Marketing Video while we are taking BEFORE pictures
8. Foundation – Every Consultant on her feet to help
9. Eye Shadow
10. Never forgive myself if I didn’t tell you how we make our money
11. FULL Marketing, might use the Line UP Posters to cover facts about the business, living line up, etc. Offer a Signing Bonus*
12. Any questions so far- Ya’all aren’t playing my game, get out tickets. Play ticket Marketing to win prize
13. Check time and confirm we are right on schedule
14. Finish Glamour
15. Have each guest stand and answer these 3 questions:
   Tell us about yourself
   What did you like best about what you tried today?
   In your wildest dreams, if you were to give this business a try, what would you enjoy the most?
*Signing Bonus Ideas:
  • Gift basket filled with $50 retail products
  • On the Go tote with Satin Hands and Visibly Fit ($50 of any products, just something that would NOT come in her Starter Kit)
  • Color Palette – empty (show it full)
  • Custom Compact, filled
  • \( \frac{1}{2} \) price Starter Kit DRAWING
  • jewelry, purse, etc