



How to do a Trunk Show

Compiled by Sr. Director Cindy Hurst

Today Consultants and Directors are challenged to find time to schedule classes as well as challenged to find hostesses willing to host classes. Trunk shows are the group selling presentation for the woman living in the 2001 society and offer consultants the opportunity to meet a number of new potential customers and recruits.

2001 Woman Profile:

- Most women work outside the home.
- These women are mobile, moving, busy
- They grew up using cosmetics so they already know application techniques.
- They have more money to spend.
- They have little time to enjoy spending it.

The Harris Interactive Survey revealed:

1. 60% of women surveys said they loved to shop
2. Shopping for cosmetics was 2nd only to shopping for clothes
3. When asked what they would spend their leisure time only 3% said they would spend time at a Seminar or lecture.

While Skin Care Classes will remain your SINGLE MOST PROFITABLE group selling presentation, which is the BONDING FORCE that forges lifetime relationships between Consultants and Customers, the Trunk Show provides a way to reach potential customers and recruits and helps consultants meet their objectives of the three goals close: 1) How many sets can I sell 2) How many future selling appointments can I schedule from this class to replace this appointment and 3) How many recruiting interviews can I schedule to find new recruits - therefore giving Consultants the opportunity to work their business full circle.

Where do you begin: By preparing your trunk

Some consultants are using trunk footlockers, Rubbermaid plastic containers, a box with a lid about the size of a copier paper box which holds a case of paper (preferably has holes for handles), or 2 Large Hat Boxes (Look at a discount store and they should already have a design on the outside. You would put skin care and color sets in one and all your other sets in the 2nd box). Creatively decorate your trunk using bright party materials. This is limited only to your imagination but you definitely want it to be eye-catching. If you are not creative yourself, use someone else's idea and copy it. You can also call your trunk party any cutesy name you choose: Trunk Showing (Designers have these), Traveling Beauty Boutique, Sip and See, Beauty Bash, Pampering Session, Girls Night Out, See and Shop, Meet and Treat, etc.

Inside the box you put:

- **12 Sets of whatever products you have on your shelf (\$25+)** i.e. Revitalizing Private Spa, Satin Hands, Nail Kit, Miracle Set, Velocity Girl Set, Domain Gift Set, Daily Benefits, Lip Savers, Eye-Deal Set, Color Palette Filled, Men's Skin Care, Women's Fragrance Gift Sets
- **Look Books, Profile Cards, Pencils**
- Salt/Pepper Shakers (for Fragrance Demos)
- Satin Hands Demo
- Book to Look Envelopes

Other Items Needed:

- Go Fish Basket
- Hostess Packets w/marketing tapes for Hostesses Booking

The Hostess:

When booking your initial Trunk Shows you may use the booking script show below. Be sure to communicate to your hostesses that this is not the traditional Skin Care Class, no one will take off their makeup, she can invite as many as possible because you want to have 10-12 ladies present, and refreshments are recommended to be served when guests are arriving, meeting, and mingling, and we do call this a party. (Everything opposite from the past)

Hostess Credit

You can give whatever kind of hostess credit works for you and the person you are booking. You can use the point system (which I recommend in most situations), you can use \$75/\$25, you can use traditional hostess credit of 10, 15, or 20% in free product based on retail dollar sales less tax + bookings, its your choice. The important thing is to talk with the potential hostess and see what she would be motivated by.

Booking Script for Travel Boutique Shows (or Trunk Party)

Hi, _____ this is _____ with Mary Kay Cosmetics, do you have a quick minute??? (Always ask permission to speak, if she says no, ask when would be a good time to call back)

I am so excited!!! Our company has just come out with a fast, fun, new way of sharing our Mary Kay products...its called a Travel Boutique show (Trunk Party, etc.) and it takes 30-45 minutes - no trays and mirrors, no wash clothes, no taking off your makeup!!!

All women LOVE to shop, so it just involves inviting friends, family and neighbors - the more the merrier...over to socialize and see the newest Mary Kay products!!! - they'll even receive a free Satin Hands pamper!!!

_____, you are one of the first people I thought to call when I learned about this because you are so fun and I know you have fun friends!!! I also know you LOVE Mary Kay products (or will love them) and I would love to give you \$75.00 in products for only \$25.00 when you have a \$200 show (outside orders count), or a percentage of your show sales in free products, or ___items at ? price....whichever works out better for you!!!

How does that sound??? Great!!! Which would be better for you..daytime, evening, or I can even come into work over your lunch hour???? Great!! I will send you a hostess packet tomorrow...I will need to get your guest list by _____so I can mail each person an invitation. _____, I appreciate you so much...I am looking forward to your show and I can't wait to see how many things you get for yourself FREE!!!

Trunk Party Hostess Invitations by Collette Welch

Trunk Showing

No makeup mirrors, no naked faces

Just busy ladies running places!

Time to get together and have some fun,

Invite all the girls over,

There's room for everyone!

See the latest products and pick up

Some great deals, too!

A Mary Kay Trunk Showing is coming to you!

Just fill out your guest list,

I'll send the invites,

My special gift to you – your Mary Kay at half price* that night! (or whatever you decide)

(*with six or more girlfriends present)

When arriving at the Party:

Kitchen coach your hostess before the guests arrive by asking her, Who's coming today that you think might be good at doing what I do? (pause 1,2,3 seconds) What about you? She will usually immediately respond by saying, certainly not me! Offer her the opportunity to act as a talent scout by recommending someone, and ask again, who do you think IS coming that might make a good Mary Kay Beauty Consultant?

When guests begin arriving at the party, place your trunk in the location where you plan to do your group presentation, leaving the lid on. Mingle with guests and get to know them. This is where the closing of your class begins as you build rapport with each person present. People decide whether they like you in the first 30 seconds. Give guests a profile card to fill out even though you will not be doing facials today. This gives you personal information so that you can put them in your customer file, on your preferred customer mailing list and gives you information on their skin care personality so that you will be best prepared should they be interested in a facial, as well as gives you information to follow up with later. By having refreshments at the beginning of the show you have an opportunity to visit, gives stragglers time to come in late and provides a relaxing, buying friendly environment.

The Presentation:

1. Ask the Hostess and Guests to move to the living area and pass forward the profile cards if they haven't already done so.
2. Thank the hostess for inviting into her home and helping you meet new customers.
3. Explain to the hostess and the guests how the hostess will be getting hostess credit. (This serves several purposes, it acknowledges the hostess; it is a purchasing and booking invitation so that the guests know how they will be helping the hostess by making a commitment to buy and book tonight; it serves as future hostess coaching) Use the BOOK TO LOOK ENVELOPES during this time. Have two Book to Look envelopes on table with, offer the first two people who commit to holding a trunk show or traditional skin care class the Book to Look envelope
4. **Play the Name Game.** Pass out slips of paper and pencils to each guest, tell her to write her name on the back of the paper, after they have written their name on the back, look at your watch to time, and say, whoever gives me the most names & telephone numbers of people that you think might enjoy a complimentary, free Mary Kay facial will receive a special gift, READY, SET, GO.....(you have to do this fast so they do not hesitate before writing, time one minute, have count up, reward prize, be sure to take up slips of paper, these are referrals that you can use to book future facials using the mutual friend approach).

5. Pass out Look Book or regular Beauty Books and Sales Ticket to each guest present.

6. Take the lid off your Trunk , pull out each set individually and ROMANCE each set. (It is important to keep this lid on the products until you begin your presentation.) (Play Vanna)
 - Use the positioning statements, selling features and benefits of each product line

 - Pass around the salt/pepper shakers with cotton balls on inside sprayed with each fragrance item and labeled as we saw on display at Seminar so that you will not have to spray products at show.

Positioning Statements for Sets

Eye Deal Set: Includes the oil free eye makeup remover, the Indulge Eye Mask, the Instant Action Eye Cream & the Triple Action Eye Enhancer. \$59

- *Oil Free Eye Makeup remover is a unique two-phase product that gently removes even waterproof eye makeup with rubbing, pulling or tugging. This lightweight liquid conditions skin and won't leave it feeling dry.

- *Indulge Eye Mask - pamper yourself with indulge soothing eye mask. This cool blue gel contains botanical extracts that soothe on contact and are reported to firm, tone and reduce the appearance of eye-area puffiness.

- *Instant Action Eye Cream

- *Triple Action Eye Enhancer has a patent-pending formula, which contains an alpha hydroxy acid that gently exfoliates dead surface cells to help minimize the appearance of fine lines. As a primer, it allows eye shadow to blend easily and last longer. Its waterproof properties guard against eye shadow creasing and fading. As a light diffuser, the appearance of under eye circles is less noticeable. Clinical research shows using these two product together regularly for six weeks in the crow's feet area delivered, on average a: 30 % increase in moisturization, 29% increase in skin's firmness, 27% reduction in the appearance of fine lines

Lip Savers Set: Includes the Satin Lips Mask, Satin Lips Balm, & Triple Action Lip Enhancer. \$33

· *Satin Lips is a unique two-step lip care system that improves the appearance of your lips within minutes. Step one is the lip mask, which contains miniature beads to gently yet effectively exfoliate. Within seconds your lips will feel smoother and softer. Lip Mask contains a special complex of ingredients including green tea extract, vitamins C & E derivatives that are anti-oxidants, and a vitamin A derivative that is known for its firming properties. Step 2, the Lip Balm contains a special complex of ingredients, including vitamin A & E derivatives and Ceramide 2, to moisturize dry and rough lips. A single application moisturizes lips for up to six hours, while providing an invisible barrier.

· *Triple Action Lip Enhancer is a high performance, patent pending lip treatment formulated with an alpha hydroxy acid that gently exfoliates dead surface cells to help reduce the appearance of fine lines. It also seals in moisture, leaving lips smoother. As a lip primer, it increases wear and helps lipstick resist bleeding, feathering and fading. As a light diffuser, it helps reduce the appearance of fine lines around the mouth. After six weeks of regular use, you can see a: 42% improvement in lip condition, 34% increase in moisturization, 22% increase in skin firmness, 18% reduction in the appearance of surface fine lines.

The Miracle Set: \$99 includes the Time Wise 3-in-1 Cleanser, Time Wise Age Fighting Moisturizer, and Personalized Foundation plus the Day/Night Solution. The 3 in 1 Cleanser effectively removes makeup, dirt and dull surface cells as it treats your skin to our exclusive patent-pending complex. The 3 in 1 cleanser also gives you the antioxidant benefits of vitamin E. The skin-smoothing benefits of refined micro beads. The firming action of Retinyl Palmitate and the freshening effects of botanicals. It's gentle enough to use everyday. The age fighting moisturizer brings you visible anti-aging benefits in luxurious, oil-free lotion. It's formulated with our exclusive patent-pending complex to firm and brighten as it reduces the appearance of fine lines to restore a more youthful look. Clinically proven to hydrate for up to 10 hours. Foundation of your choice is included in our skin care. Day Solution with Sunscreen SPF 15 helps protect your face from environmental damage as botanical extracts supply your skin with added energy. Then, Night Solution helps renew skin while you sleep with a blend of antioxidant vitamins, a patented alpha and beta multi-hydroxy acid formula and botanical extracts. Both Day and night solution supply Retinyl Palmitate to boost your skin's own ability to produce collagen for firmer, younger-looking skin. When you use Day and Night Solution with Time Wise Skin Care, you get even better visible anti-aging results: 155% increase in skin softness, 91% improvement in skin smoothness, 48% reduction in the appearance of fine lines and wrinkles after eight weeks of continued use.

Velocity Girl Set: \$107 Value, tonight \$99 includes The Velocity Skin Care w/foundation; Velocity Parfum; Lip Gloss, Eyesicles Eye Cream, Nail Enamel, Mascara, Loose Powder. The Velocity 3 in 1 Cleanser deep cleanses without drying, tones to refresh and exfoliates skin. The Velocity Cleanser lathers and the beads will not dissolve. The Velocity lightweight moisturizer softens skin while it absorbs oil so your face won't outshine your smile. Suitable for blemish prone skin. Foundation of your choice. Velocity Parfum bursts onto the scene with something you won't find in any other fragrance - a top note of rare banana flower. Couple that with tart mangosteen and dashing clementine, and you've got a fruity floral fragrance that turns your world upside down! It's already had that effect on the bottle, and even comes with its own cool canister that you can use for all sorts of things.

Daily Benefits for Women: Good health and good looks go together. That's why Daily Benefits for Women Dietary Supplements should be a part of every woman's beauty routine. Daily Benefits provide a complex blend of vitamins; minerals and herbs that research has shown may be beneficial to women's health. Daily Benefits build and maintain strong bones, reduce the risk of osteoporosis, support a healthy immune system, protect the cardiovascular system, and support healthy skin, hair and nails. Each convenient daily-dose packet is scientifically formulated to give you more than a single multiple can. Daily Benefits for Women - when you feel great, it shows. Thirty day supply, \$29.50

The Hand Bag w/One Nail Enamel: \$39.50 contains everything you need to give yourself a salon-quality manicure in 15 minutes. The Perfect Surface Base coats smooths the nail and helps bind your color to your nail. The Speed Set Top coat provides a hard lacquer finish to protect your manicure.

The Color Palette: from \$150 filled, personalized with your color selections, streamline, refillable and perfect for travel

The Private Spa Collection: \$44 full size

- Revitalizing - an energetic blend of peach, freesia and citrus fruits
- Stress Free - a soothing blend of green tea leaf, living pear and magnolia
- Joyful - fragrant flowers and creamy vanilla scents mingle with an exclusive blueberry freesia accord
- **Domain Gift Set:** includes Cologne, aftershave and body & hair shampoo \$70
- **Quattro:**
- **Tribute:**

· **Journey:** Sheer, light floral is reminiscent of places she's been - and places she has yet to explore. It's the perfect little something to remind her that you're with her - even when you're not. The year Journey was introduced it ranked as the #10 fragrance nationwide among all fragrances introduced that year.

· **Elige:** Elegance and Prestige. Grace, Style in a bottle. This balance of light, sparkling notes and exotic accents creates an experience that's as close to indulgence as you can get. The year Elige was introduced it was the #20 fragrance nationwide among all fragrances introduced that year.

· **Belara:** This light, fresh blend of luminous floral and creamy notes creates a fragrance that's full of energy. It rejuvenates. It motivates. And it's perfect for the woman who won't take slow for an answer. Won the Glammy Award.

· **Satin Hands:** 1. Extra Emollient night cream has bees wax to help skin hold moisture and has a lot of healing properties. Great for sunburn. Apply to skin and massage in. 2. Buffing Cream exfoliates dead skin leaving it feeling alive and fresh. Shave legs with buffing cream to avoid razor burn. 3. Cleansing gel cleanses the skin with leaving a residue or drying the skin. A small dollop on a bath sponge makes more lather than you need. For a bubble bath, squeeze tub under running water. Wash cleansing gel off and dry. 4. Hand cream - has sunscreen and collagen to protect hands from sunspots.

7. **Satin Hands Demonstration.**

Go through all the sets and save the Satin Hands set for last, demonstrate the satin hands, ask the guests to go to the bathroom to wash hands, then return to for hand cream and to close the show.

8. **Time Wise/Velocity Demonstration** – you can also do the Time Wise demonstration BEFORE Satin Hands. Apply 3 in one Cleanser on one Hand & remove then add a bronze day radiance if they are light skin; a light day radiance if they are dark skin (this will show up the pores and not look or feel good because of no moisturizer. On 2nd hand Apply the Cleanser, Moisturizer & day radiance shade in their shade. (same with Velocity)

The Satin Hands Set will wash off the Day Radiance!

Closing the Show & the Sale:

When guests return from the bathroom, give them hand cream and ask them to complete their sales ticket with tonight's purchases, then turn it into you. Remind guests that the hostess will receive hostess credit for the total of tonight's purchases, and that anyone placing a \$50 retail order will get to Go Fishing from your go fishing basket. The first person who turns in their completed sales tickets has first choice to go fish , etc. The Go-Fishing Basket has assorted items wrapped in cello, tulle, or brown paper lunch bags with a length of yarn or curling ribbon tied and to it. The items you place in the go-fish bags should be inexpensive section 2 items or classic color products that are discontinued. As the guest turn in sales tickets, let them fish if they have a qualifying order, talk individually with each guest, arrange payment plans, book future appointments and schedule recruiting interviews. Finish the show by figuring the Hostesses Hostess Credit, be sure the guests know how much she received free, and interview the hostess or set a separate time to.

Reports from Dallas

Initial reports from Dallas say that at the average trunk party with 10-12 ladies present that sales are running in the neighborhood of \$600-\$700 and take approximately 37 minutes to get through. The best way to determine your own personal results is to actually hold a minimum of 10 trunk parties. After actually holding 10 trunk parties you can determine what your average number present is, average retail sales, and how long it takes