



Do your Classes/Pamper Sessions make an impact?

Do you drive home on cloud 9, or despondently wondering where you went wrong?

Do you ever wish you could do it all over again?

How good are YOU?

Could you take your demonstration kit before a peer panel for a on the spot inspection?

- ☐ No Way!
- ☐ I'd need to clean it first
- ☐ **Yes! Absolutely! It is always sparkling!**

A clean kit is a reflection of your beU Beauty pride and personal professionalism. Your kit needs to always look appealing and inviting, ready for inspection by THE most important person in the business, YOUR CUSTOMER!

How important is your own Personal Image?

- ☐ Not that important.
- ☐ Sometimes, I just don't have time.
- ☐ **Yes! I walk my talk.**

Personal presentation is paramount. YOU are your own best advertisement for your own business. Always look like a Beauty Consultant, talk like a winner, act like a business woman/man.

PRACTICE MAKES PERFECT- practice your presentation words, your workshop on friends, your set up – the whole process until it is perfect.

You cannot "Practice" when you are presenting to guests.

Do it
with Class.

beU *Beauty by Fran*



How long do you take to set up?

Practice at home to cut down the setup time.

Preparation is vital, your Hostess needs to see the Pamper Session/Workshop as something smooth, fun and effortless. Then she will enthusiastically encourage additional bookings. Plus she will see how easy it is to do it herself.

Have a professional wheelie bag to bring all your products and accessories, making it easy to setup and pack up.

Have a checklist for all that you require and check that you have everything you need before you leave home. Use the company branded towels, place mats, mirrors, headbands etc to achieve the professional image. Refer to your Pamper Session manual.

Once your Session begins, how long before your guests actually experience the products?

Seeing is believing but **"Try Before You Buy Works Like A Charm!"** Demonstration is crucial as people that come to your sessions are expecting to feel, touch and experience your products, not to sit through a lecture! Create momentum as soon as possible.

How effectively do you answer in-depth product knowledge questions?

- ☐ I avoid questions whenever possible.
- ☐ I check the product info sheets and get back to them.
- ☐ **Yes! My responses are accurate and to the point.**

Customers are better educated and informed than ever before, so, we need to be as knowledgeable as we can. The depth of product knowledge determines the impact on your sales.



Are your Pamper Sessions / Workshops informative and fun?

Practice at home to cut down the setup time.

As a first step, once your guests are seated, you need to introduce yourself and tell them a little about your Beauty Business and how much you enjoy what you do.

Present a Hostess gift to the Hostess and thank her for introducing you to her friends

Checklist:

- ☐ I find it hard to keep people's attention
- ☐ I find they keep chatting amongst themselves and don't listen to me.
- ☐ **Customers rave about me to their friends!**

Customers prefer to be entertained while being educated. It is a good idea to play some ambient music quietly in the background. That way you won't feel like you have to fill in the silences.

Practice your presentation in front of the mirror, and record yourself – this way you will be able to hear what you need to improve on.

It is fine to take cue cards with you to keep you on track and you can refer to the information if needed. But! keep the cards in a discreet place ...

Your goal is to make your sessions interesting, educative, informative and full of fun, so pack helpful tips and techniques all in one session.

Besides, we want them to feel totally pampered, so set the scene! Music, Flowers, Scented Candles (not too strong)

Remember your Goal for the Pamper Session.

- // Build positive relationships
- // Make sales – always take the order on completion of the pamper session.
- // Ongoing repeat business
- // Future Bookings
- // Appointments for presenting the business Opportunity
- // Add them to your database for future contact

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